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THE

Publishers' Weekly

THE AMERICAN

BOOK TRADE JOURNAL

WITH WHICH IS INCORPORATED

The American Literary Gazette and Publishers' Circular

[ESTABLISHED 1852.]

Published by R. R. BOWKER COMPANY, R. R. BOWKER, *President and Treasurer*, J. A. HOLDEN, *Secretary*

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Vol. XCIV, No. 17 NEW YORK, October 26, 1918 WHOLE No 2438

William Allen White's

New Novel of American Life

IN THE HEART OF A FOOL

By the Author of "A Certain Rich Man," etc., etc.

A novel as powerful and real as "A Certain Rich Man." The story of Thomas van Dorn, who says in his heart, "There is no God," and who believes he can take from society as much as he wants without impairing his powers or his personality. All the characters are alive and the incidents in which they figure compose what is sure to be voted a notable addition to American fiction.

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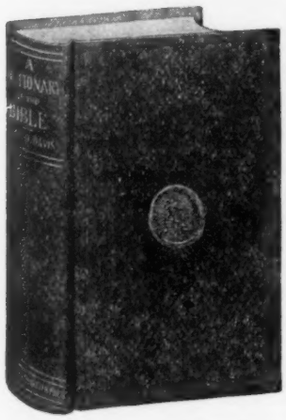
JOHN LANE COMPANY : *Publishers* : NEW YORK

The Presbyterian Board of Publication



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(THE WESTMINSTER PRESS)

Headquarters: PHILADELPHIA, Witherspoon Building

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BUY EARLY

TO prevent the usual Christmas congestion of transportation, and disturbance of the labor market, Uncle Sam has asked the public to do its Christmas shopping early. It is exactly as important for exactly the same reasons that retail dealers get their full orders for the Christmas business in as soon as possible. It is a patriotic duty for *everyone* this year to *buy early.*

Here are some of our books that are going strong. Check up your stock and order what you need for Christmas TODAY.

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Incidents in the Life of General John J. Pershing

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Earned his way through school and the United States Military Academy.

Fought the Apache and Sioux Indians when they were at their fiercest.

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As military attache in Japan in 1905 he discovered German machinations against world peace.

Made Brigadier General by President Roosevelt in 1906.

Made Commander-in-Chief of mighty American hosts in May, 1917.

"No foe has ever seen his back."

Board binding, colored cover, 50c., Cloth, $1.00

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How many times a day have you noticed American soldiers and then wondered about their rank or the different branches of the service? All of this information answered for you in "U. S. Army Facts and Insignia." Paper edition, 25c.; cloth edition, 50c.

THE U. S. NAVY
Pictured by E. Muller, Jr.

The beautiful illustrations in this book show the various types of vessels in our navy as they appear when looked at from a distance. Here also you will see many animated scenes like the gun crews in action, stowing away ammunition in the great ships and other views of equal interest. The foreword by Rear Admiral Bradley A. Fiske deserves your thoughtful attention.

60 beautiful views, handsomely bound .....25c.

For Sale by All Dealers

RAND McNALLY & CO.

CHICAGO **NEW YORK**

RE NEW

CHATTERBOX for 1919

From Page's List

"THE KING OF JUVENILES"

The Publication is now *Definitely* set for

NOVEMBER FIRST

if our manufacturers keep their promises! And, we trust our friends in the trade will bear in mind WAR CONDITIONS and be as patient as possible with regard to the receipt of their order for

NEW CHATTERBOX

and will appreciate that we are doing all that is possible to speed up the matter, as shown by the following:

Due to war conditions and our anxiety to get the book out as soon as possible, the automobile of the head of our manufacturing department left Boston October 10th for a trip over the road to New York with the plates for

NEW CHATTERBOX

The plates were made in Boston, but due to labor conditions, it was necessary to print and bind in New York. Because of the chaotic condition of transportation between Boston and New York it would have taken a week to get the plates to New York even by express; hence the auto trip special—which brought the plates to New York in about a Day! Mr. George Page and his chauffeur did the trick!

ILLUMINATED BOARD COVERS, $1.25

CLOTH, INLAID COVER DESIGN, $1.75

N. B. THE ADVANCE SALES AND THE EDITION MANUFACTURED OF *"THE KING OF JUVENILES"* ARE THE LARGEST FOR A NUMBER OF YEARS!

THE PAGE COMPANY 53 BEACON ST. BOSTON

The Publishers' Weekly
FOUNDED BY F. LEYPOLDT

October 26, 1918

The Editor is not responsible for the views expressed in contributed articles or communications.
Publishers should send books promptly for weekly record and descriptive annotation, if possible, in advance of publication.
For subscription and advertising rates see first page of Classified Advertising.

"I hold every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto."—BACON.

PRINTING TROUBLES

EVERY periodical and every publisher has been under peculiar difficulties during the last few months, and neither periodicals nor books have been issued invariably at their expected dates. The PUBLISHERS' WEEKLY has been fortunate in having its printing done on the same floor with its editorial offices. We have had a loyal support from the compositors and pressmen which has enabled us in a large degree to overcome the difficulties ensuing from general shortage of labor in the printing trade. The PUBLISHERS' WEEKLY, except for special numbers involving additional press work, has been issued promptly on Saturdays, tho of course the situation in the postoffice with regard to second-class matter has not made the usual Monday morning delivery possible. Those who used to receive it on Monday morning are now usually opening it on Wednesday morning. The editors hope that the readers have realized the difficulties of the situation.

In the week ending October 26th the difficulties have taken on an aggravated form. All printing in New York City has been affected. The press feeders have struck for a six dollar increase from the present scale of twenty-four dollars a week, and the pressmen for forty-two dollars from thirty-one, and the matter has not yet been settled, altho the War Industries Board has it under advisement. This situation makes it impossible that this number of the WEEKLY should be out on time and will delay somewhat the delivery of the CHRISTMAS BOOKSHELF and the BOOKSHELF FOR BOYS AND GIRLS, which were to go out on the following week. Every step has been taken to have everything in readiness so that the printing of these special and important numbers will go forth with great speed when the situation is cleared. The receipt of the issue will be within two days after the matter is settled.

THE REGULATIONS

WHEN the government regulations for general publishers were issued in August and printed in the PUBLISHERS' WEEKLY of August 31st, it was expected that, after further comment and discussion, these would be issued in final form. The War Industries Board, however, has not issued any further instructions, and while there have been many inquiries from publishers who wish to know what further would develop, it can only be said that these tentative regulations might as well be taken as final, as far as the publishers' present planning is concerned. It seems quite unlikely that any changes will be made that are of fundamental importance. In the details as to the number of titles to be published, the character of the paper, wrapper and illustration work, the first statement should be used for making plans and in purchasing stock. The Board has undoubtedly had many comments from publishers, and it has made some rulings on doubtful points, but until further official word is received by the Publishers' Committee from Mr. Donnelly, no full comment can be offered.

"HEY, FELLOWS"——

THIS line which tops the American Library Association war poster will soon be seen in every city, and the books going out from the public libraries will contain thousands of this poster in book-mark form. Every bookseller should remember that he is particularly among those who believe in the power of the book, and better than any other business man in his community can help the A. L. A. get the deserved publicity for this campaign.

Each one of the "Big Seven" is carrying on its educational work separately, but the final drive for $170,000,000 will be a united effort. It is not going to be an easy matter to raise a fund of this size. The people of America are asked to give more money than any people have been asked for since time began. It will be a princely gift and it must be called for immediately on the heels of the largest loan ever floated by any government in all history. There will be pleas of poverty and of "all tied up in Liberty Bonds," but the cause is great and purse strings will be loosened. Those who believe in the book must plead that cause with the others.

FINAL REPORT ON LIBERTY LOAN

Sub-Committee on Publishers and Booksellers, George P. Brett, Chairman

Subscriptions secured by the sub-committee for book publishers and booksellers for the Fourth Liberty Loan amount to the sum of $2,396,550. This is to be compared with the amount for the Third Liberty Loan of $1,400,000, but it should be remembered that several important subscribers thru the publishers and booksellers committee for the Third Liberty Loan were assigned to other committees for the Fourth Liberty Loan.

When it is considered that the condition of business in the publishing and bookselling trades is most unsatisfactory at present, and when, moreover, the epidemic of influenza which has attacked several of our members during the campaign is taken into account, we can, I believe, congratulate ourselves upon the result attained.

So good a result could not have been obtained except with the most cordial co-operation and hearty support not only of every member of the committee but of the whole trade, and I take this opportunity of thanking you for the very earnest efforts that you have made to bring this loan to a successful issue.

The number of separate subscriptions received by the Committee was 210. The subscriptions secured by the Committee of $10,000 and in excess of that sum are:

American Bible Society	$17,100
American Book Co., and Employees	117,250
American Law Book Co.	61,750
Authors' League	62,750
Appleton (D.) & Co.	37,000
Appleton, Edwin H.	25,500
Baker & Taylor Co.	21,000
Barse & Hopkins	22,500
Benziger Bros.	15,000
Burt (A. L.) Co.	15,000
Brentano's	32,850
Century Co.	65,000
Dodd, Mead & Co.	28,250
Doran (Geo. H.) Co.	30,000
Doubleday, Page & Co., and Employees	192,700
Dutton (E. P.) & Co.	25,400
Financial Age	10,550
Gabriel (Samuel), Sons & Co.	10,000
Ginn & Co., Members of firm and employees	147,000
Gregg Pub. Co.	15,000
Grollier Society	132,150
Grosset & Dunlap	61,450
Harper & Bros.	117,500
Heath (D. C.) & Co.	35,200
Henley (Norman W.) Pub. Co.	25,000
Holt (Henry) & Co.	11,700
Longmans, Green & Co.	10,350
McGraw-Hill Book Co.	60,000
McKinley, Stone & Mackenzie	20,950
Macmillan Company and Employees	102,350
McLoughlin Bros.	35,000
Merrill (Chas. E.) Co.	16,450
Methodist Book Concern and Employees	42,000
Nelson (Thos.) & Sons	27,000
Malkan, Henry	19,600
Newson & Co.	10,000
Putnam's (G. P.) Sons	28,650
Revell (Fleming H.) Co.	28,000
Schwartz, Kirwin & Fauss	10,000
Scribner's (Chas) Sons, and Employees	114,150
Stokes (Fredk. A.) & Co., and Employees	17,500
Ticker Pub. Co.	13,050
Van Nostrand (D.) Co.	26,200
Wood (Wm.) & Co.	50,000
Wyanoak Pub. Co.	60,000
University Book Co.	10,000
University Pub. Co.	10,000

GOVERNMENT NOTICE

To All Distributors, Converters and Users of Paper and Paper Products

Paper is essential. It has been placed on the priority list only on the express condition that all wastes be eliminated and every economy be practiced. In doing this the Government will use its best efforts to provide sufficient paper for strictly needful purposes, but nothing more. Every distributor, converter, or user of paper is hereby notified that the continuance of his supply is dependent entirely upon the strict observance of the rulings of the War Industries Board, one of which is that paper must not be wasted.

Failure to comply with this requirement will lead to the withdrawal of any or all priority privileges, without which the supply can not be maintained.

Seven Reasons Why Paper Must Not Be Wasted

1. The Government's requirements for all kinds of paper are increasing rapidly and must be supplied.
2. Paper making requires a large amount of fuel which is essential for war purposes. A pound of paper wasted represents from one to three pounds of coal wasted.
3. Paper contains valuable chemicals necessary for war purposes. Economy in the use of paper will release a large quantity of these materials for making ammunition or poisonous gases.
4. Paper making requires labor and capital, both of which are needed in war service.
5. Paper making requires transportation space. Economy in the use of paper will release thousands of freight cars for war purposes.
6. Greater care in the purchase and use of paper will save money. Your savings will help finance the war.
7. Strictest economy in the use of paper will prevent a shortage.

WAR INDUSTRIES BOARD.

UNIQUE DISPLAY PROVES SUCCESS

This exceptional display of "The Daughter of the Land" made by The Deseret News Book Store, Salt Lake, Utah, attracted considerable attention and sold eighty per cent of the books purchased for holiday trade. Real corn stocks used were grown by W. J. Lewis, Manager of the Deseret News Book Store, in his war garden.

BUSINESS OPENINGS FOR WOMEN

The Topic at the October Meeting of the Women's National Book Association

The meeting of the Woman's National Book Association held at the Sunwise Turn on the evening of October 17th was one of the most notable in the history of this organization. The subject of the evening was "Business Opportunities for Women," and Miss Dorothy Strauss, a brilliant young lawyer and one of the organizers of The League for Business Opportunities for Women was the chief speaker. She took up the whole problem of women in business, past and present, and with a look to the future when reconstruction at the end of the war will once more change the social order and throw woman back upon herself. Her point of view was a broad, tho very definitely conceived one, and her talk produced discussions and arguments which lasted far into the evening.

The other speaker, Miss Norma Castle of the Inter-Collegiate Bureau, summarized the report of that organization about the field of new and increased opportunities which have opened up for women during the last year. It was an interesting survey and a valuable complement to Miss Strauss's talk.

The Woman's National Book Association is young, but it is growing (which is a proof of its good health), and besides it is attracting considerable attention. There were visitors up to the number of members present at this meeting and only those who were there know how helpful were the discussions that arose when book-saleswomen, booksellers, publishers and librarians gave forth their individual ideas about the best ways for increasing the distribution of books.

LECTURES ON CHILDREN'S BOOKS

The fourth lecture in Miss Moore's course at the New York Public Library was delivered last Wednesday on the subject of Books About the War, a subject which very naturally followed after talk on "Histories" the week before. The dearth of books for the younger readers is particularly felt by the libraries, volumes such as "The Belgian Twins" and "The French Twins" have widest use, "The Blue Aunt" of Eliza Orne White was mentioned as giving the atmosphere of the American home in war time.

The older children are delving into the personal narratives such as the adults find enjoyable, and a list of 30 good titles were distributed, also they like books on the mechanics of submarine, airplane and big guns. Miss Moore felt that the stories for young people that involved the war were so far rather lacking in the real atmosphere of the countries where the scenes were laid. These lectures would be invaluable to any publisher who could attend.

CONTEST CLOSES IN 3 WEEKS

PRIZES OF $50.00 AND $25.00

What have been the most effective advertisements appearing the PUBLISHERS' WEEKLY? (This includes the Book Review supplement.) Select from the issues of September 14th to November 16th the three ads. that you consider most effective. Make a brief comment of the reason for your choice. The replies will be judged by a competent critics. All contributions must be received in this office by December 2nd.

The replies may be sent in by anyone in the buying or selling end of a retail bookstore. If you are interested in trade problems, help us with your ideas.

THE PUBLISHERS' WEEKLY

HOME SCHOOL FOR BOOKSELLERS

Conducted by Miss Bessie Graham

LESSON V.—CONTEMPORARY FRENCH NOVELISTS

"French literature, taken as a whole, overtops in richness, artistic quality, and historical influence, all literatures since those of Greece and Rome."—A HISTORY OF FRENCH LITERATURE BY C. H. CONRAD WRIGHT (OXFORD).

IN buying French novels, the average American reader has but one guide, and that is the phrase, "Couronné par l'Académie Française." This is to him a stamp of excellence. If a book is "Crowned by the French Academy" he takes for granted it is good.

There are similar phrases, like "Le Prix Goncourt," or "Le Grand Prix de la Littérature," which also give a sort of face value to a book, and it is of such novels, either prize-winners or best-sellers, that an American's French library usually consists.

There are many great works in French literature that are not crowned nor given prizes. How is a foreign reader to become acquainted with these less celebrated works?

French books are rarely reviewed in this country until they are translated into English. Apart from Theodore Stanton's periodic articles in the Dial on Literary Affairs in France, there is no French book news given regularly to the American public. The *London Times Literary Supplement* is the best paper for a bookseller to read in English to keep himself informed upon current French books. In this newspaper, one French book is reviewed at a time, and the reader is able to get a clear idea of its contents. In the *Dial*, accumulated French literary news is given in such quantity that the information must be sorted to remain distinct in the memory. A French weekly letter in some one of our literary papers would be a great help to the bookseller and to the bookbuyer of to-day.

The French Bookshop of the Schoenhof Book Company of Boston has recently established a little brochure called "Le Livre Contemporain, which contains "tabloid reviews" of current French books, and other interesting items of literary information. This is the sort of help that is most needed by readers of French books at the present time.

Nothing helps to sell a foreign book so much as an interesting bit of gossip about it, or some curious anecdote in its history. A story attached to the outside of a book helps more than anything else to sell the story within. The fact that "Marie Claire" was written by a dressmaker whose failing eyesight forced her to turn to literature for a living, was a fact that led many to read the book. As soon as President Roosevelt invited the Provençal poet, Mistral, to come to this country, everybody tried to read Mirèio. When the discussion arose as to Pierre Loti's grammatical slip in the title of his war book, La Hyène Enragee, which some said should be "L'Hyène Enragée," impetus was given to the sale of the book. Happy is the book with a history, especially a foreign book, for it is usually more difficult to remember than a native book, and a noteworthy incident in its career helps to fix it in the memory. Booksellers should make the most of these bits of literary gossip.

In attempting to cover the field of French literature in a way that will be of the most expedient use to a bookseller to-day, we shall begin where the histories of French literature usually leave off—with the writers who are not yet a part of literary history, altho they are an important part of current literature.

For the student of contemporary French writers there are the following critical works in English:

EDWARDS, MATILDE BENTHAM.
French Men, Women, and Books. McClurg. Out of print.

FRANCE, ANATOLE.
On Life and Letters. First and second series. Lane. $2.00 each.

GOSSE, EDMUND.
French Profiles. Scribner. $2.00.
Inter Arma. Scribner. $2.00.

STEPHENS, WINIFRED.
French Novelists of To-day. First and second series. Lane. $1.50 each.

WELLS, BENJAMIN WILLIS.
A Century of French Fiction. Dodd. $1.50.

WRIGHT, C. H. CONRAD.
A History of French Literature. Oxford. $3.00. (The last chapter is a list of modern French authors.)

We have omitted from the following list of novelists the names of Anatole France, and Pierre Loti, as their writings are too well known both in French and in English to need comment.

ADAM, PAUL. 1862—
Batille d'Uhde. Fasquelle.
Dans l'Air qui Tremble. 1914-1915. Crès.
Stephanie. Charpentier.
Les Cœurs Nouveaux. Ollendorff.
(Adam is a literary anarchist. Vance Thompson in "French Portraits," Badger, says: "Hardly one of the young writers of France has not shot his arrow at society. The strongest prose writer of them all, Paul Adam, has taught anarchy in a dozen volumes." Bataille d'Uhde is a picture of war which ranks with Tolstoy's War and Peace, and Crane's The Red Badge of Courage.)

AICARD, JEAN. 1848—
L'Ame d'un Enfant. (Author's own childhood.)
Maurin des Maures. (The Diverting Adventures of Maurin. Lane. $1.25.)
L'Illustre Maurin. (Maurin the Illustrious. Lane. $1.25.)
Notre-Dame d'Amour. (Satirical studies of another character of the "Midi" like Daudet's Tartarin.)
(Aicard has written both prose and poetry, but he is essentially the novelist of Provence, as Mistral was the poet. Winifred Stephens calls the famous character of Maurin, "one of the most fascinating characters of contemporary French fiction." Maurin is "an outlaw, a poacher, a Don Juan of the woods, a French Don Quixote.")

BARRES, MAURICE. 1862—
Les Déracinés. Paul. Le Roman de l'Energie Nationale.
L'Appel au Soldat. Paul. Le Roman de l'Energie Nationale.

HOME SCHOOL FOR BOOKSELLERS—*Continued*

Leurs Figures.
Colette Baudoche, Histoire d'un Jeune Fille de Metz. Paul. 1909.
Colette Baudoche. Translated by Frances Wilson Huard. Doran. $1.35.
Les Diverses Families Spirituelles de la France. Paul. Trans. as
The Faith of France. Houghton. (Letters and diaries of soldiers.)
Les Traits Eternels de la France. Yale. Address delivered July, 1916. $1.00.

(Next to Anatole France, Barrès is considered the greatest novelist in France to-day. His influence upon the younger writers exceeds that of any other native author. "He calls his books metaphysical fiction, the adventures of a contemplative young man's mind. With the advent in 1897 of Les Déracinés (The Uprooted) a sharp change in style may be noted. It is the sociological novel. . . diction is no longer in the foreground."—James Huneker in Egoists. Scribner.)

("His first three books are metaphysical autobiography. They are not psychology but spiritual memoirs, their purpose is to define the ego, to justify its cult. With the romance of national energy, Barrès preaches the gospel of brotherhood as earnestly as he had done that of egoism.")

Benjamin Wells in a Century of French Fiction. Dodd.

(Barrès is a native of the province of Lorraine—soon no longer to be known as the "lost province." Like all Lorrainers he is intensely patriotic. He was the first to use the term Nationalist, and Nationalism has ever been his cause. He was elected to the French Academy to succeed the poet Hérédia.)

BAZIN, RENE. 1853—
Les Oberlé. (Story of Alsace.) Levy.
L'Isolée. (Expulsion of nuns after separation of Church and State.)
Le Blé qui Lève. (Trade Unions.)
Memoires d'une Vieille Fille. Levy.
Récits du Temps de la Guerre. Levy. (Short stories, 1915.)
La Clôserie de Champodolent (war novel).

(Bazin in his novels does for the peasants and the country what Loti in his novels does for the sailors and the sea. He is the novelist of rustic life. Provincialism is his theme. Conrad Wright calls Bazin "namby-pamby." There is very little love making in his pages, and what there is is very wooden.)

BERTHEROY, MADAME JEAN. pseud. 1860—
La Danseuse de Pompéi. Flammarion.
Geneviève de Paris. Michaud.

(A woman writer of historical novels similar to Bulwer-Lytton's.)

BORDEAUX, HENRY. 1870—
La Croisée des Chemins. Nelson. Plon. The Parting of the Ways. Duffield. $1.35.
La Jeunesse Nouvelle. Plon.
La Voie sans Retour. Fontemoing.
La Peur de Vivre. Fontemoing. The Fear of Living. Dutton. $1.60.
La Neige sur les Pas. Plon. Footprints Beneath the Snow. Duffield. $1.35.
Les Yeux qui S'Ouvrent. Plon. The Awakening. Dutton. $1.60.
Les Rocquevillards. Plon. The Will to Live. Duffield. $1.35.
Les Derniers Jours du Fort de Vaux. Plon.
Vie Héroique de Guynemer. Plon.

(Bordeaux is the novelist of family life in France. His books are widely translated, and he has done more than any other French writer to give foreigners an idea of the "impenetrable" French home. The early novels of Bordeaux are published in the "Collection Nelson." His latest work is a life of the famous French "ace," Guynemer, of whom Jacques Mortane has also written in "Guynemer, the Ace of Aces," Moffat. It is expected at the next election of the French Academy that Bordeaux will succeed to the place of Jules Lemaitre.)

BOURGET, PAUL. 1852—
Le Sens de la Mort. Plon.
Un Divorce. Plon. A Divorce. Scribner. $1.50.
Cosmopolis. Lemerre.
Voyageuses. Plon. Antigone and Other Portraits of Women. Scribner. $1.50.
Monique. Plon. Monica and Other Stories. Scribner. $1.50.
Lazarine. Plon.
Némésis.

(Bourget is the French Henry James; in his own words, "a maniac of psychology" and "a passionate lover of analysis." He is the pessimistic unbeliever who has now turned Catholic. Winifred Stephens considers Le Disciple "the most powerful novel he has ever written, possibly the only one of his novels that will live. . . . The preface is an epoch-making production, at once a sermon and the manifesto of a new school." Bourget deals always with cosmopolitan types "of that low life which is usually called high." As he writes only of the rich and leisured classes, he is often reproached for his "talented snobbery"; indeed, he himself, in his later novels, has ridiculed his early snobbishness. Benjamin Wells speaks of Cosmopolis, a romance of international life, as the best told of all Bourget's stories, dealing as it does with races and not with individuals. His early works are far below his later works in moral tone. "Some would interest only an alienist."—Wells.)

BOYLESVE, RENE. 1867—
L'Enfant à la Balustrade. Levy. The House on the Hill. Nutt.
Mlle. Cloque. Fayard.
La Jeune Fille Bien Elevée. Fayard.
Madeleine Jeune Femme (Sequel). Fayard. A Gentlewoman of France. Brentano. $1.35.
Tu N'es Plus Rien. Levy. You No Longer Count. Scribner. $1.50.
Le Bonheur a Cinq Sous. (A Poilu and his income of 5 sous.)

(Boylesve is a very popular novelist whose books vary greatly in theme. Some are very conventional, others very daring. In her second series of French Novelists, Winifred Stephens points out the great irony that there is in Boylesve, and his deep affection for the past. Boylesve like Bordeaux is a novelist of home life in France. His rating by Conrad Wright as one of the "minor novelists" no longer holds since his election to the French Academy.)

CLERMONT, EMILE.
Laure. Grasset.

(Clermont's books are filled with Catholic mysticism. This beautiful story came within two votes of winning the prizes of the Academy which went to Jean Christophe.)

COULEVAIN, PIERRE DE (Helène Favre de Coulevain). 1842-1913.
Noblesse Americaine. Ollendorff. Crowned by the Academy. American Nobility. Dutton. $1.60.
Eve Victorieuse. Levy.
L'Ile Inconnu. Levy. The Unknown Isle. Dodd. $1.60.
Au Cœur de la Vie. Levy. The Heart of Life. Dutton. $1.60.
Sur la Branche. Levy. On the Branch. Dutton. $1.60.
Le Roman Merveilleux. Levy. The Wonderful Romance. Dodd. $1.50.

(The works of Pierre de Coulevain are well known in English. The author lived for forty years in rich American families in Paris and in Rome. Her books draw largely on her experiences, the first two titles dealing with international marriages. Her masterpiece, Sur la Branche, is a very unusual and beautiful book. As a story of forgiveness it is interesting to compare with La Neige sur les Pas by Bordeaux.)

FARRERE, CLAUDE (pseud. of Charles Bargone). 1876—
Les Civilisés. Ollendorff. (Goncourt prize.)
Mlle. Dax, Jeune Fille. Ollendorff.
Ollendorff. The Man Who Killed. Brentano. $1.50.
L'Homme qui Assassina.
La Bataille. Ollendorff. Fayard.
Dix-sept Histoires de Marins. Flammarion.

HOME SCHOOL FOR BOOKSELLERS—*Continued*

Quatorze Histoires de Soldats. Flammarion.
(Farrère is a naval officer and a disciple of Pierre Loti. His books, however, are more cheerful than his master's. They are without the Loti melancholy. Mlle. Dax is known for its "easy French," being of the Abbé Constantin-Colomba type of book that is read with facility by beginners in French. Farrère's stories of Navy life were so popular that he has recently written a companion volume of stories of Army life.)

GAUTIER, MADAME JUDITH. 1850—
Mémoires d'un Elephant Blanc. Colin. Memoirs of a White Elephant. Duffield. $2.
Le Soeur du Soleil. Colin. (Roman japonais.)
Le Dragon Imperial. Colin. (Roman chinois.)
(Madame Gautier was the first woman elected to the Goncourt Academy. She is the daughter of Theophile Gautier and the wife of the poet Catulle Mendès, whom she divorced shortly before his death in 1900. Her books are all stories of the Orient. A volume of her poetry has been translated as Chinese Lyrics—Huebsch.)

GIDE, ANDRE. 1869—
La Porte Etroite. Mercure de France.
Isabelle. Nouvelle Revue Française.
(Gide has been called by Conrad Wright a distinguished but not widely read French author. In French Profiles, Edmund Gosse writes: "In La Porte Etroite, Gide has written one of the most beautiful books which have been printed in Europe for a long time. . . It is a story of domestic, provincial life in the north of France, among gentle cultivated people . . . a searching analysis of the incompleteness and narrowness of the moral psychology of Protestantism." As a critic Gide ranks higher than as a novelist. His Pretextes and Nouveaux Prétextes (Mercure de France) are essays on contemporary writers. He has also written two curious dramas, Saül and Le Roi Candaule.)

"GYP." Contesse de Mirabeau de Martel de Janville. 1850—
Pour du Marriage. Flammarion?
Autour du Divorce. Flammarion?
Le Mariage de Chiffon. Flammarion?
Les Flanchards. Flammarion?
("Gyp" is a much-abused, widely-read author, whose newspaper stories are of brilliant, witty, lively dialogue, and of scathing satire. She deals with the "loose morality and tranquil corruption of high life." Her recent war-time story is an attack upon all kinds of slackers.)

HERVIEU, PAUL. 1857-1915.
Peints par Eux-Mêmes. Fayard.
L'Alpe Homicide.
L'Armature. (Dramatized by Brieux.)
(Hervieu is better known as a dramatist than as a novelist. He wrote several excellent novels early in his career, and then abandoned fiction for the drama. Brander Matthews has said that the stories of Hervieu are more easily read by foreigners than his plays. "Altho he is praised to heaven by the French for literary style, his plays are dry reading to a foreigner unfamiliar with subtilities and nuances." Hervieu was a member of the French Academy. He felt the horrors of the present war so keenly that he died from depression.)

HUYSMANS, JORIS KARL. 1848-1907.
Marthe. 1877. (Suppressed.)
A Rebours. 1844.
La-Bas. 1891.
En Route. 1896. Plon. Stock.
La Cathedrale (sequel). Plon.
L'Oblat (sequel). Stock.
(Benjamin Wells says of Huysmans: "No novelist since Bunyan has given us such a study as he, so frank yet so subtle, of the progress of a pilgrim soul. The unique quality of Huysmans' talent set him apart. His isolation is more complete than that of any other novelist of his time. His novels lose their significance, or rather they acquire a false significance, if read apart from their sequence." James Huneker in Egoists says: "A collection title for his books might be borrowed from Zola: My Hatreds. No matter what other qualities persist thruout his work, pessimism is never absent. . . He was a Roman Catholic born, therefore was not converted; he but reverted to his early faith." A. Rebours (Topsy-Turvy) Wells calls a "prose poem of neurosity, a complete course in intellectual voluptuousness." The middle volume of Huysmans' trilogy "abounds in glorious chapters devoted to ecclesiastical painting, sculpture, and architecture."—Huneker.)

LAFON, ANDRE. 1883-1915.
L'Elève Gille. Perrin.
La Maison sur la Rive. Perrin.
(Lafon was a writer of great promise who met his death in the present war. His verse, as well as his prose, is of great beauty. L'Elève Gille, a story of a school boy of the provinces, was accorded the Grand Prize of Literature of the Academy. His second novel, published a few months before the war, contains passages of rare and delicate charm.)

LEBLANC, MAURICE. 1864—
Mémoires d'Arsène Lupin. Lafitte.
Les Confidences d'Arsène Lupin. Lafitte. Confessions of Arsène Lupin. 75c.
Le Triangle d'Or. Lupin. The Golden Triangle—The Return of Arsène Lupin. Macaulay.
Le Bouchon de Cristal. Lafitte.
L'Eclat d'Obus. Lafitte.
(Leblanc, a famous writer of detective stories, in his creation of the character of Arsène Lupin, has done for modern French literature what Sir Arthur Conan Doyle, in his creation of the character of Sherlock Holmes, has done for English literature. Nearly all his works have been translated by the gifted translator, Alexander Teixeira de Mattos.)

LE BRAZ, ANATOLE. 1859—
Le Gardien du Feu. Levy. Night of Fires and other Breton Studies. Longmans. $1.60.
Au Pays des Pardons. Levy. The Land of Pardons. Macmillan. O. P.
Terre du Passé. Levy.
Les Vieilles Histories du Pays Breton. Champion.
(Le Braz is a novelist of place, of the old Bretagne country, "the land of things which have been a long time dead." The scenes of all his stories are laid in Brittany, and are filled with Breton legends and folklore.)

LICHTENBERGER, ANDRE. 1870—
Mon Petit Trott. Plon. Crowned.
La Petite Soeur de Trott. Plon. Crowned.
La Mort de Corinthe. Plon. Crowned.
Petite Madame. Plon. Crowned.
Les Centaurs. Levy.
Le Sang Nouveau. Plon.
(Lichtenberger is a sociologist whose best novels are his studies of past ages, such as La Mort de Corinthe and Les Centaurs. Le Sang Nouveau is a theme novel on the regeneration of France thru sport.)

MARGUERITTE, PAUL. 1860.
L'Avril. Fayard.
La Tourmente. Fayard.
Ma Grande. Fayard. Plon. (Parody of the Symbolists.)
Nous, les Mères. Plon.
Jouir. Flammarion. (War-time novel, the invasion of Nice by Boches.)
L'Embusqué. Flammarion. (Severe arraignment of slackers.)
(Paul Margueritte's name is closely associated with that of his brother Victor, with whom he has collaborated in many novels. Of late the collaboration has been discontinued. They are the sons of General Margueritte who fought in the Franco-Prussian war and who met a glorious death in the fall of Metz. Their greatest work is a national epic, Une Epoque, which they wrote together. This is a historical novel in four parts, the epoch being that of the Paris Commune of 1871. Une Epoque is often compared with Zola's Debâcle. "Action, however, was always the motive power of the Margueritte's' fiction. The truth at which they aimed in their books was to rectify the unnaturally intense and sadly incomplete lights and shadows of Zola's Debâcle."—Bentham-Edwards.)

HOME SCHOOL FOR BOOKSELLERS—*Continued*

MAYRAN, CAMILLE.
Histoire de Gotton Connixloo; suivie de l'Oubliée. Plon.
("Camille Mayran" is the pseudonym of the grandniece of Taine. Her first book, which is made up of two war stories, gives great promise. The *London Times* calls her "a young woman of great philosophical culture and aptitude" and compares her to George Eliot. It is interesting to recall that the single creative work by her great uncle, Taine, is the novel, Etienne Mayran, which title suggested the pseudonym of Camille Mayran.)

MILLE, PIERRE. 1865—
Louise et Barnavaux. Louise and Barnavaux. Lane. $1.25.
Barnavaux et quelques Femmes. Under the Tricolour. Lane. $1.25.
Caillou et Tili. Two Little Parisians. Lane. $1.00.
Paraboles et Diversions. (Animal stories.)
Le Monarque.
(Mille has been called the French Rudyard Kipling. He translated the works of Kipling into French, and has written a number of Franco-African tales which bear a strong resemblance to Kipling's Anglo-Indian tales. Mille's animal tales are much like the Jungle Book, and his Caillou et Tili recalls Wee Willie Winkie. The character of the French soldier, Barnavaux, is his greatest contribution to literature. Mille has also written several accusing volumes about the Belgian Congo: Au Congo Belge, Le Congo Leopoldien, l'Enfer du Congo, Les Deux Congo devant la Belgique.)

MIRBEAU, OCTAVE. 1848—
L'Abbé Jules. Fayard.
(Mirbeau's works are characterized by an uncleanness that is less and less frequent in French novels. "The most foul-minded of writers" he has been called by Conrad Wright. In spite of this trait, Mirbeau is known as "the greatest champion of loving-kindness and the most fearless defender of the submerged tenth of society and literature in modern France.")

PHILIPPE, CHARLES LOUIS. 1876-1909.
Bubu de Montparnasse. Nouvelle Revue Française.
Le Père Perdrix. Nouvelle Revue Française.
Marie Donadieu. Nouvelle Revue Française.
Charles Blanchard. Nouvelle Revue Française.
Contes du Matin (24 short stories). Nouvelle Revue Française.
(Philippe was a cobbler's son, of the village of Cerilly. His stories are full of the "proverbial wisdom of peasants." He wrote very careful and beautiful prose, and the publication of his collected works, which was interrupted by the war, has been resumed and promises to lead to a Philippe revival. His stories are said by Conrad Wright to be weak in plot and to border on confessions. Nevertheless, Philippe is accorded increasing recognition.)

PREVOST, MARCEL. 1862—
Lettres de Femmes. Lemerre.
Les Demi-Vierges. Lemerre.
Lettres a Françoise. Lemerre, Fayard.
Les Vierges Fortes. Lemerre.
L'Adjudant Benoit. Lemerre. Benoit Castain. Macmillan. $1.00.
D'un Poste de Commandement. Lemerre. (Battle of L'Ailette.)
(Prévost is the great analyser of the feminine mind, the past master of the passion novel and the novel of feminism. Benjamin Wells thinks him allied to Maupassant, "but much more indecent.")

REGNIER, HENRI DE. 1864—
La Double Maitresse.
Le Mariage de Minuit.
Le Roman d'un Jeune Homme Sage.
Les Rencontres de M. de Bréot.
Le Passé Vivant.
L'Illusion Héroique de Tito Bassi. Mercure de France.
(The best study of Régnier is found in Six French Poets by Amy Lowell. "Great as a poet, he is even greater as a novelist. . . Seven volumes of novels and stories, one play, and three volumes of verse is his tally up to date. And the man is only fifty-one!" Miss Lowell goes on to say that La Double Maitresse is usually considered Régnier's masterpiece, altho it is very coarse. Un Jeune Homme Sage is the delightful story of a boy in his late school days —very decorous. Les Rencontres de M. de Bréot defies classification, it is a series of scenes rather than a novel. Le Passé Vivant is the tragic story of a young man who is so obsessed by the past that he feels called upon to reproduce it in his own person. Richard Aldington has also written of Régnier as an "intellectual epicure." Hardly one novel does not touch in part upon Italy of the eighteenth century." In his latest novel, Tito Bassi, Régnier apologises for writing an unwarlike book, "Had our ancesters refrained from creating works of beauty while their nations were at war, we should now have no art at all." Aldington.)

RICHEPIN, JEAN. 1849—
L'Aimé. Charpentier.
La Glu. Fayard. Charpentier.
Le Pavé. Charpentier.
(Richepin is the novelist of beloved vagabonds. Himself a rover, sailor, porter and actor, he served as a soldier in the Prussian war, was imprisoned for his book of verse, Chansons des Gueux, and later turned to prose writing. His tales are all very fantastic, in the manner of Edgar Allan Poe, and full of bizarre situations. The most exquisite bits of verse are sprinkled thru his prose writings, much like those in Landor's Pericles and Aspasia. The best of those in La Glu have been translated by Herbert Trench in Apollo and the Seaman. Holt.)

ROD, EDOUARD. 1857-1910.
Le Ménage du Pasteur Naudié. Fasquelle. Charpentier.
La Vie Privée de Michel Teissier. Perrin. Fayard.
(Rod was a Swiss professor at Geneva. His novels are all moral studies. The ethical novel is his supreme province in literature. He is always preoccupied with human destiny. Rod wrote some twenty-five novels, of which the two named here are particularly famous.)

ROSNY, J-H. 1856—. 1859—
Nell Horn. Colin. (Salvation Army story.)
La Mort de la Terre. Plon.
Une Reine. Plon. (roman contemporain)
Le Termite. Savine. (roman de moeurs litteraires)
L'Enigme de Givreuse. Flammarion.
Les Rafales. Plon.
(J-H. Rosny is the pen name of the brothers, Justin and Joseph Henry Boex. All their early works were written in collaboration. Of late this joint authorship has been discontinued, as in the case of the brothers Margueritte.)

SALES, PIERRE.
Le Sergent Renault.
La Fille de Don Juan.
Le Puits Nitoyen.
(Sales is a very popular writer of detective stories. His crime literature does not rank so high as that of Emile Gaboriau or of Maurice Leblanc, but he is quite the equal of his brother writer, Pierre Souvestre, whose Fantômas series of detective stories are so well known and well translated as The Exploits of Juve and a Royal Prisoner. Brentano.)

THARAUD, JEROME, 1874— and JEAN, 1877—
Dingley, l'Illustre Ecrivain.
La Ville et les Champs.
Les Frères Ennemis. (Reformation at Geneva.)
La Tragédie de Ravillac (Henry IV's murderer).
La Maitresse Servante.
L'Ombre de la Croix. Paul. 1917.
(The brothers Tharaud are called the Siamese twins of French fiction. All their works are signed J. J. Tharaud. Their collaboration is constant and indistinguishable. Dingley was written at the close of the South African war, and is a satire on English jingoism and imperialism. Dingley was supposed to be Kipling. Many of the Tharauds' novels are historical in setting.

SPANISH INFLUENZA AND THE REVIVAL OF READING

By Ring W. Lardner *in the Chicago Tribune.*

CHARACTERS

A Husband.
His Wife.

[*The living room of their apartment. Flusday evening.*]

Husband—Well——

Wife—Well——

Husband (after a pause, looking at his watch)—Well, it's half past seven.

Wife (after a pause)—Well, dearie——

Husband (after a pause)—Well, I s'pose we'd better see a show.

Wife—Why, they're closed up.

Husband—Well, a picture, then.

Wife—Why, they're closed, too.

Husband—Hell! Well, do you feel like dancing?

Wife—Why, dearie, it's barred.

* *

Husband—Well, we can go over to the Pink Garden and see the cabaret.

Wife—No, we can't, dearie. They're called off.

Husband—Hell! (after a pause) Well—

Wife (after a pause)—Well, I s'pose we might go to bed.

Husband (looks at his watch)—At eight o'clock?

Wife (after a pause)—Well, we'll have to talk, then.

Husband—What about?

Wife—Well——

Husband—There isn't anything.

* *

Wife—Well, we can quarrel.

Husband—Not without a drink or a dance. (He looks round the room; appears startled and points at the bookcase.) What's that?

Wife——Why, it looks like a bookcase!

Husband—It is! And there are books in it! We can read!

Wife—Can you?

Husband—Why, yes. Anyway I could pick it up again in a minute.

Wife—I believe I could, too.

Husband—Well, let's.

Wife (excitedly)—But wait till I get a dustcloth!

When Spanish influenza is abroad the public-spirited bookseller has another opportunity to serve. Books on health and home nursing are especially in order since there is a scarcity of nurses. Here is a service that would be good business as well. Why not display books on all such subjects? The local health boards and leading physicians might be asked to recommend volumes and to lend their approval to the movement.

Senator Smoot of Utah, Republican, gave notice that he would propose a retail sales tax amendment, levying an impost of one cent on each purchase of a dollar or fraction thereof above twenty cents. The tax which would be paid by the purchaser, would yield $1,251,000,000, Senator Smoot estimated.

Another amendment contemplated by the Utah senator would provide a sales tax on each turnover with an estimated revenue yield of $1,500,000.

RECORD OF AMERICAN BOOK PRODUCTION, AUGUST, 1918*

International Classification	New Publications.		By Origin			
				English and Other Foreign Authors		
	New Books	New Editions	American Authors	American Manufacture	Imported	Total
Philosophy	20	0	16	3	1	20
Religion, Theology	38	3	39	0	2	41
Sociology. Economics	65	8	67	3	3	73
Mil. & Naval Sci.	13	1	11	2	1	14
Law	16	1	16	1	0	17
Education	41	2	43	0	0	43
Philology	26	4	19	10	1	30
Science	60	2	56	2	4	62
Applied Science, Engin'g	22	8	29	0	1	30
Medicine, Hygiene	30	3	30	0	3	33
Agriculture	45	2	46	0	1	47
Domestic Economy	13	1	13	0	1	14
Business	42	4	44	0	2	46
Fine Arts	2	1	2	0	1	3
Music	1	0	0	0	1	1
Games, Amusements	4	0	4	0	0	4
General Literature, Essays	14	1	14	1	0	15
Poetry and Drama	31	4	26	6	3	35
Fiction	45	14	49	8	2	59
Juvenile Books	48	1	45	4	0	49
History	54	6	47	9	4	60
Geography, Travel	10	8	17	0	1	18
Biography, Genealogy	12	2	13	1	0	14
General Works, Miscel.	3	1	4	0	0	4
Total	655	77	650	50	32	732

* These figures include pamphlets of which 200 were recorded in August. In August, 1917, 466 new books and 35 new editions were recorded.

AMONG THE PUBLISHERS

It is very interesting to find that Captain Bairnsfather is to have cartoons from the American Sectors in the "Part VI, Fragments from France" (Putnams).

The Boys' & Girls' Book Shop in Boston exhibits, with a neat card, a doll that has been dressed by one of its little girl visitors from a design found in the Mary Frances Sewing Book (Winston). The tailoring seems to be admirable.

Dorothy Canfield's "Home Fires in France" has been honored again. One of the sketches, translated and published in France, has been chosen to put into a volume of selections of Modern Prose to be used in the French Government High Schools.

Robert Nichols, author of "Ardours and Endurances" (Stokes) has been sent to America by the British Government. He has been invalided home, suffering from shell shock, and his particular business in America at present is to show a collection of war pictures done by young artists who got their material at the front.

Everywhere one goes there are copies of the new *Literary Digest* War Map in windows, with the battle line marked with flags and tags. Sectional maps are not now as interesting as one covering the whole front and Funk & Wagnalls have gotten this ready just as the advance is accelerating.

Catherine Breshkovsky, the great Russian revolutionist, died last week and was buried with full state honors by the Soviet government. Of her seventy-three years, thirty had been spent in prison. Her book, "The Little Grandmother of the Revolution," edited by Alice Stone Blackwell (Little, Brown), is a notable record of heroism.

At the annual meeting of George Newnes, Ltd., held in London, the directors reported £69,425 profit as compared with £41,517 last year, and recommended a dividend of 10 per cent on the common stock. The Newnes business is largely periodicals with such well known leaders as *The Strand Magazine, Tit-Bits, Country Life* and *Wide World*, but they have been pioneers in the field of cheap fiction libraries as well, and the war has brought tremendous demands in that direction.

Printing trade notes from England mention the Congress of Printing, Bookbinding, and Allied Trades who report a membership of 104,047, an increase of 11,538. There is a general scarcity of men and much overtime this fall. Lithograph printers are now getting, with war bonuses, about 70s. a week minimum, electrotypers and stereotypers the same, compositors 50s.

David McKay has seized the opportune moment when the eyes of all are fastened on the map of Europe to issue a new edition of Mary Mapes Dodge's famous story of Holland, "Hans Brinker." Maginel Wright Enright has caught the spirit of Holland in many charming illustrations in color.

"As Krause has lost his entire fortune in Germany due to his consistent support of democratic ideas and his opposition to German militarism, are you not willing to increase the royalties on 'What is The German Nation Dying for?'" The Atar Publishing Company of Geneva wrote this on Sept. 25, 1918, to Boni & Liveright.

The Atlantic Monthly Press's first book for children is a unique volume of verse called "Jane, Joseph and John, Their Book of Verses," by Ralph Bergengren, whose droll *Atlantic* essays have recently appeared in book form as "The Comforts of Home." The verses reflect everyday child life and show a new note of child patriotism. The colored illustrations are by Maurice E. Day.

J. W. Wallace & Company announce the result of their prize novel contest which ended Sept. 15. From the 1651 manuscripts received, "Embers," a novel by Jeffrey Deprend and a first book has been awarded the prize, $10,000. Mr. Deprend is a member of the Indianapolis bar and lives on a farm at Columbus, Ind. The company is exerting itself to publish the novel at the earliest possible date.

Certain London publishers are being sued for not regularly depositing copies of their new publications at the British Museum. In war times conditions of paper and printing costs it has become onerous to deposit six copies of each publication, expensive or cheap, at the museum and the five universities, as required by the English copyright law, and it has been suggested that this provision should be waived for the period of the war and one year thereafter.

Publishers, Please Reply

Mr. Lee, of the Advisory Committee of the American Library Association on the decimal classification, has been asked by the Committee to inquire of publishers whether it would be practicable and worth while for them to print the decimal classification numbers on the title page, or back of books, or the back of the title-page, with a view to facilitating the work of the cataloger. This might mean work for the Committee or for some representative of the A. L. A. in many cases where there would be a difficult decision as to what the number should be. It would be work worth while, however, and would bring about a closer union between the publishers and the American Library Association. Will any publishers who may be interested kindly communicate with G. W. Lee, Librarian, Stone & Webster, 147 Milk St., Boston, Mass.

CHANGE IN PRICES

OXFORD UNIVERSITY PRESS, American Branch, New York. Changes effective November 1, 1918.

Standard Oxford Editions of Poetry and Prose, per vol., net $1.25.
Same, Oxford India Paper, Venetian Morocco, per vol. net $2.75.
Same, Oxford India Paper, Lambskin, per vol., net $3.50.
Same, Oxford India Paper, Persian Morocco, per vol., net $4.50.
The Oxford Shakespeare, large crown 8vo cloth, net $2.00.
The Oxford Shakespeare, in three vols., no. 915, cloth, per vol., net $1.25.
The Oxford Shakespeare, 9 vols., no. 910, cloth, per vol., net 65c.
Same, no. 911, Venetian Morocco, per vol., net $1.00.
The Oxford Scott, cloth 12mo, no. 210, 24 vols., per vol., net $1.25.
The Oxford Scott, Red Venetian, no. 212, 24 vols., per vol., net $2.00; per set, net $48.00.
Same, Oxford India Paper, Lambskin, no. 53, 24 vols., per vol., net $2.50; per set, net $60.00.
Forster, The Life of Dickens, net $1.25.
The Oxford Thackeray, Red Venetian, no. 112, 20 vols., per vol., net $2.00; per set, net $40.00.
Same, Oxford India Paper, Lambskin, no. 33, 17 vols., per vol., net $2.50; per set, net $42.50.
The World's Classics, cloth, per vol., net 65c.
Same, Venetian Morocco, per vol., net $1.00.
Chaucer, the complete works, cloth, 75c.

HOUGHTON MIFFLIN COMPANY

Richards' High Tide, cloth, was $1.25 net, now $1.50 net.
Clarke's Treasury of War Poetry, cloth, was $1.25 net, now $1.50 net.
Mills' Your National Parks, was $2.50 net, now $3.00 net.

A LIST OF FRENCH BOOKS FOR SCHOOL LIBRARIES

Mlle. Marguerite Clément has compiled in the September number of the H. W. Wilson *Bulletin*, a four page list of books in French such as would be suitable for the bookshelves of High Schools and Normal Schools. Publishers and prices are given and most of the volumes are such as could be obtained readily thru the large American importers. Booksellers who handle French books should have this authoritative book for their reference shelf.

WRITERS AND BOOKMEN

ALAN SEEGER'S manuscript copies of his three most famous war poems have been deposited by his mother with the Harvard College Library. "I Have a Rendezvous with Death" is in penciled form as first forwarded by him from the front.

JAMES DUNCAN PHILLIPS, treasurer of Houghton Mifflin Co., has resigned to take up war work. George H. Mifflin, president of the company, becomes treasurer as well, and Edward C. Robinson, long associated with the business, assistant treasurer.

Two of the men on the Penn Publishing Company list have been promoted to the rank of Brigadier General. They are Paul B. Malone, who was at Thierry, colonel of the 103rd regiment, and Charles E. Kilbourne, Chief of Staff of the 89th Division. The papers have just announced their promotion.

MISS HORNIBROOK, author of "A Scout of To-day" has recently been elected a member of La Société Académique Internationale, Paris.

McCOY is a *nom de guerre*—actually a fighting name—for Cornelius Van Putten was afraid that the Van would create suspicion, tho he is of Hollander parentage born in America. An American traveling salesman who was afraid he would miss out so he went to Scotland, changed his name as well as his birthplace, and became an American boy with an Irish name fighting in France as a Scotch soldier.

CAPT. BAIRNSFATHER who has been staying in New York for a couple of weeks has been obliged to abandon his visit to Australia and return to England. He has been experiencing trouble from the ear that had its drum broken by shell shock at Ypres in 1915. A play called "A Better 'Ole" and featuring our friend "Bill" is at the Greenwich Village Theatre, New York.

OBITUARY NOTES

CHARLES E. TEMPLE, of Temple & Farrington, Manchester, N. H., died recently. He was the sole surviving member of a firm that was once prominent in the annals of bookselling in New England.

ROBERT FAULKNER PUTNAM, son of the late John Bishop Putnam and Treasurer of G. R. Putnam's Sons, publishers of New York and of the Knickerbocker Press of New Rochelle, died Wednesday, Oct. 23rd, at his home, Rye, N. Y., of pneumonia following Spanish influenza in his thirty-seventh year. Mr. Putnam was graduated at Harvard in the class of 1905, and the following year entered the publishing firm as manager of the educational department and Assistant Treasurer. He was active in Wilson College Men's League of New York City and Men's League for Women's Suffrage of New York, and was a member of Company G, 7th Regiment, N. Y. N. G. He was a member of the American Publishers' Association and American Booksellers' League.

BUSINESS NOTES

WARE, MASS.—The Gates Book Shop has been succeeded by P. Durand & Co.

AUCTION SALES

OCT. 31 AT 2:30 P. M. AND 8:15 P. M. (Two sessions.) Catalog: Autographs and manuscripts from the collection of C. F. Gunther. (No. 1363; 1394 lots.)—*Anderson Galleries.*

NOV. 1 AND 4 AT 2:30 P. M. (Two sessions.) Catalog of the library of the late Royal S. Perry. (No. 1364; 624 lots.)—*Anderson Galleries.*

NOV. 7 AT 10 A. M. AND 2 P. M. (Two sessions.) Catalog of the law libraries of R. S. Higgins, Portland, Me., and of the late Geo. R. Brown, Newport, N. H., including various state reports, early folio laws, textbooks, [etc.] (794 lots).—*Libbie.*

Weekly Record of New Publications

The entry is transcribed from title page when the book is sent by publisher for record. Books received, unless of minor importance, are given descriptive annotation. Prices are added except when not supplied by publisher or obtainable only on specific request. Where not specified the binding is cloth.

Imprint date is stated [or best available date, preferably copyright date, in brackets] only when it differs from year of entry. Copyright date is stated only when it differs from imprint date: otherwise simply "c." No ascertainable date is designated thus: [n. d.]

A colon after initial designates the most usual given name, as: A: Augustus; B: Benjamin; C: Charles; D: David; E: Edward; F: Frederick; G: George; H: Henry; I: Isaac; J: John; L: Louis; N: Nicholas; P: Peter; R: Richard; S: Samuel; T: Thomas; W: William.

Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q. (4to: under 30 cm.); O. (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); Tt. (32mo: 12½ cm.) Fe. (48mo: 10 cm.); sq., obl., nar., designate square, oblong, narrow. For books not received sizes are given in numerals, 4°, 8°, etc.

Allen, Alb. H: Suggestions on the preparation of manuscript. Berkeley, Cal., Univ. of Cal. '17 20 p. D (Bulletin) pap. gratis

Anderson, Eug. Talks on grammar. [Macon, Ga., J. W. Burke Co.] 93 p. S $2

Badley, Brenton Thoburn, and others. India beloved of heaven; with an introd. by W. F. Oldham. N. Y. and Cin., Abingdon Press. [c. '18] 217 p. il. pls. D $1 n.
Stories of India in transformation.

Bagnold, Enid. A diary without dates. Bost., Luce. 146 p. $1

Barone, F: "The American designing method." Modern school, new cutting system, theoretical—practical—professional; complete for men's and boys' garments. Brooklyn, N. Y., Brooklyn Leading Designing Academy. ['18] 256 p. il. pors. diagrs. f° $10
Italian and English in parallel columns.

Bartow, Harry Edwards. The superintendent's guide for 1919. Phil., Am. Sunday Sch. Union. [c. '18] 88 p. map T imh. leath. 25 c. n.

Beard, Emma Patten. The surprise book; il. by Alice Beard. Bost., Pilgrim. [c. '18] 8+210 p. col. front. D $1
Intended for boys and girls from ten to fifteen years of age.

Beith, J: Hay [Ian Hay, pseud.]. All in it; "K (1)" carries on. N. Y. [Grosset & Dunlap] [c. '17] 8+238 p. D (Popular copyrights) 65 c. n.

Bell, J: Joy. Kitty Carstairs. N. Y., Stokes. 280 p. 12° $1.40 n.

Benson, C: Beverley. Map reading for aviators; with a chapter on aerial navigation. N. Y., E. N. Appleton. c. 55 p. il. diagrs. 16° $1

Bergengren, Ralph Wilhelm. Jane, Joseph and John; their book of verses; il. [in col.] by Maurice E. Day; decorations by T. B. Hapgood. Bost., Atlantic Monthly Press. [c. '18] 62 p. Q bds. $2.50 bxd.
Attractive gift book of verses for children.

Berkeley, Reginald, and Dixon, Ja. The oilskin packet. N. Y., Stokes. 337 p. il. 12° $1.35 n.

Bogart, Elmer E. Latin vocabulary for the first two years. Bost., Allyn & Bacon. [c. '18] 5+65 p. nar. S 32 c.

Bogue, Virgil. The science of fruit growing based on nature's laws. [Albion, N. Y., The author, 44 Clarendon St.] '17 83 p. por. S $2
Author has had much practical experience as fruit grower.

Bone, W: Arth. Coal and its scientific uses. N. Y., Longmans. 15+491 p. (3 p. bibl.) il. pls. diagrs. tabs. O (Monographs on industrial chemistry) $7 n.
Index. Author was chairman of British Fuel Economy Committee (1915-17).

Brooks, Maj. Harlow. Do's and don'ts for new soldiers. N. Y., Macmillan. c. 11+83 p. T $1
Author is chief of medical service, base hospital, Camp Upton.

Broussard, Ja. Fs. Elements of French pronunciation; with phonetic drills and transcriptions. N. Y., Scribner. [c. '18] 9+96 p. il. 12° 75 c.

Bull, Ja. H: Miscellaneous notes, pedigrees, etc., relating to persons of the surname of Bull. [Bost., Goodspeed's Bk. Shop.] 100 p. (3 p. bibl.) 8° pap. $3

Burroughs, Edg. Rice. The gods of Mars; front. by Fk. E. Schoonover. Chic., McClurg. c. 11+348 p. D $1.35
Continues adventures begun in author's "A Princess of Mars" recounting the terrible adventures of John Carter of Virginia on the planet of Mars.

A princess of Mars; il. by Fk. E. Schoonover. N. Y., Grosset & Dunlap. [c. '17] 12+326 p. pls. D (Popular copyrights) 65 c. n.

Caldwell, W. W. Donald McElroy, Scotch Irishman; il. by Fk. T. Merrill. Phil., Jacobs. [c. '18] 351 p. pls. O $1.35
Novel centering about the part taken by the Scotch-Irish in the early history of this country.

Calvert, Eliz. The two houses. Bost., Roxburgh Pub. [c. '18] 284 p. D $1.50
Love story of the Great North-west.

Chaundler, Christine. Little Squirrel Ticklet-tail. N. Y., Stokes. 70 p. il. (part col.) 16° (Wonderland ser.) bds. 50 c. n.

Chautard, J. B. The true apostolate; tr. by Ferreol Girardey. St. Louis, Herder. 6+195 p. 8° $1 n.

Cobb, Irvin Shrewsbury. Old Judge Priest. N. Y., Grosset & Dunlap. [c. '16] 401 p. 12° (Popular copyrights) 65 c. n.

Comstock, Mrs. Harriet Theresa. Mam'selle Jo; il. by E. F. Ward. Garden City, N. Y., Doubleday, Page. c. 12+367 p. pls. D $1.40 n.
Novel of the St. Lawrence country.

Corbett, Eliz. F. The vanished Helga. N. Y., Doran. [c. '18] 334 p. O $1.50 n.
Story of a wealthy woman whose heart had never been touched and of her final surrender.

Cramb, J: Adam ["J. A. Revermort"]. The rule of might; a romance of Napoleon at Schönbrunn. N. Y., Putnam. c. 3+451 p. por. 12° $1.60 n.
Historical romance of Viennese society in 1809 presenting three days in Napoleon's life.

Curtin, Dan. T: The edge of the quicksands. N. Y., Doran. [c. '18] 321 p. D $1.50 n.
Study of German nation contrasting its civilization with ours and analyzing the quicksands into which the German people will be driven.

Curwood, Ja. Oliver. The grizzly king; a romance of the wild; il. by Fk. B. Hoffman. N. Y., Grosset & Dunlap. [c. '15-'18] 9+293 p. pls. D (Popular copyrights) 65 c. n.

Dana, C: Loomis, ed. Poems and songs of patriotism and war. Woodstock, Vt., Elm Tree Press. 36 p. il. 8° bds. $1

Davies, Mary Carolyn. The drums in our street; a book of war poems. N. Y., Macmillan. c. 11+131 p. S bds. $1.25

Dennis, L: Munroe. Problems in inorganic chemistry. [New ed.] Geneva, N. Y., W. F. Humphrey. 41 p. 8° 25 c.

Devine, Alex. Montenegro. N. Y., Stokes. 140 p. map 12° $1.50 n.

Drummond, Dale. A man and a woman. N. Y., Britton Pub. c. 460 p. il. 12° $1.35 n.

Dugmore, Capt. Arth. Radclyffe. Adventures in Beaver Stream Camp; lost in the Northern Wilds; il. with photographs and drawings by the author, and 4 drawings by Philip Goodwin. Garden City, N. Y., Doubleday, Page. c. 11+341 p. pls. map D $1.35 n.
Robinson Crusoe tale of two boys wrecked on the shores of Labrador.

Dunton, Edith Kellogg [Marg. Warde, pseud.]. Nancy Lee's namesake; il. by Pemberton Ginther. Phil., Penn Pub. c. 345 p. pls. col. front. D $1.35 n.

Elliott-Fisher Co., comp. The Elliott-Fisher way; bookkeeping by machinery; a textbook for the guidance of the novice or expert. [2d ed.] rev. 1918; dedicated to the cause of accounting control. Harrisburg, Pa., The company. c. '16-'18 121 p. il. pls. forms O $5
First edition published under title "Bookkeeping by machinery."

Eucharistic (The) life; the substance of addresses given by two members of the Oxford Mission Brotherhood of the Epiphany, at the students' conference of the Syrian Christian church, held at Kottayam, May 1st-5th, 1916. N. Y., Longmans. 80 p. D 90 c. n.

Fairbanks, Douglas. Making life worth while. N. Y., Britton Pub. c. 157 p. il. 12° $1. n.; leath. $2

Fall, Delos. Science for beginners; an introduction to the method and matter of science; il. by Will H. Schanck and Elliott Dold. 1918 ed. Yonkers-on-Hudson, N. Y., World Bk. Co. 11+388 p. il. 12° (New-world science ser.) $1.28

Finco, Rev. Gaetano. Homilies on all Sunday Gospels of the Ecclesiastical year. 2d ed. St. Louis, Herder. 6+276 p. 8° $1 n.

Garis, Howard Roger. Umboo, the elephant. N. Y., Fenno. [c. '18] 156 p. il. col. pls. O (Circus animal stories) $1 n.
Uncle Wiggily and Alice in Wonderland; complete in 2 parts; 52 stories—one for each week in the year; il. by E: Bloomfield. N. Y., Fenno. [c. '18] 177 p. col. pls. O (Uncle Wiggily's big books) $1.50 n.

Garland, J:, pseud. Ross Grant in Miners' camp; il. by R. L. Boyer. Phil., Penn Pub. c. 384 p. pls. D $1.35 n.

Georgevitch, Tikhomir R. Macedonia. N. Y., Macmillan. 16+283 p. tabs. O $2.50 n.
Attempts to prove by documentary evidence that Macedonia is Serbian in origin, history, language, tradition, customs and national sentiment.

Gibson, Hugh. A journal from our legation in Belgium. N. Y., Grosset & Dunlap. [c. '17] 12+362 p. il. pls. pors. facsms. D (Popular copyrights) 75 c. n.

Glasgow, Ellen Anderson Gholson. Life and Gabriella; the story of a woman's courage; front. [in col.] by C. Allan Gilbert. N. Y., Grosset & Dunlap. [c. '16] 529 p. D (Popular copyrights) 65 c. n.

Grant, Percy Stickney, D.D. Fair play for the workers; some sides of their maladjustment and the causes. N. Y., Moffat, Yard. c. 12+368 p. (4½ p. bibl.) O $1.60 n.
Consideration of the problems of the laboring classes and of the world's deeper democratic activities. Author is a prominent New York clergyman.

Griffin, I: Cebern. Lesson plans for the study of war facts. Chapel Hill, N. C., Univ. of N. C. 14 p. O (War information ser.) pap. 10 c.

Griffiths, D: Methods of measuring temperature; with an introd. by E. H. Griffiths. Phil., Lippincott. c. 176 p. il. 8° (Griffin's scientific text-books) $2.75 n.

Guggenberger, Rev. Anthony. A general history of the Christian era. v. 2, The Protestant revolution. 10th and 11th ed. v. 3, The social revolution. 9th ed. St. Louis, Herder. 472; 452+52 p. col. maps 8° ea. $1.50

Guggenheim, W: Our republic triumphant; a plea for sane banking and sound money; a plea for business co-operation; a plea for constitutional government; liberty, equality, fraternity. N. Y., Am. Defense Soc. [c. '18] 70 p. por. pls. 12° 50 c.

Guthrie, E: Sewall. The book of butter; a text on the nature, manufacture and marketing of the product. N. Y., Macmillan. c. 15+270 p. il. figs. tabs. D (Rural textbook ser.) $1.75
Index. Author is professor of dairy industry, New York State College of Agriculture, Cornell University.

Hall, Rev. C: A. They do not die. [N. Y., Macmillan.] 12+133 p. D $1.50
Study of question of life after death.

Hall, Fs. Jos., D.D. The passion and exaltation of Christ. N. Y., Longmans. c. 19+323 p. D (Dogmatic theology, v. 7) $2 n.
Deals with Christ's death, resurrection and ascension. Author is professor of dogmatic theology, General Theological Seminary, New York City.

Hall, Herb. Ja., M.D. War-time nerves. Bost., Houghton Mifflin. c. 119 p. D bds. $1 n.
Advice for those suffering from nervous overstrain.

Hallner, Rev. And. Uncle Sam, the teacher and the administrator of the world. Sacramento, Cal., News Pub. c. 284 p. il. pors. O $1.50; pap. $1
Presents fact that moral decadence is cause of world war and peace will come only by adherence to God's will.

Hamilton, Douglas T:, and Oberg, Erik Valdemar. Electric welding; a comprehensive treatise on the practice of the various resistance and arc welding processes, covering descriptions of the machines and apparatus used and the applications both in manufacturing and repair work. N. Y., Industrial Press. 8+294 p. il. diagrs. 8° $2.50

Hamlin, Mary P., and Arliss, G: Hamilton; a play in four acts. Bost., W. H. Baker & Co. 12+160 p. 12° 50 c.

Hare, T: Truxtun. Philip Kent in the upper school; il. by R. L. Boyer. Phil., Penn Pub. c. 327 p. pls. D $1.35 n.
For boys from twelve to sixteen years of age.

Hartland, Edn. Sidney. Matrilinial kinship, and the question of its priority. Lancaster, Pa., Am. Anthropological Assn. ['17] 87 p. 8° (Memoirs) pap. $1

Hayes, Nancy M. The deeds of Dinky-Dandy. N. Y., Stokes. 72 p. il. (part col.) 16° (Wonderland ser.) bds. 50 c. n.

Hill, Fs. Once on the summer range. N. Y., Macmillan. c. 328 p. D $1.50
Story of life on a Montana sheep ranch.

Hodges, G: How to know the Bible. Indianapolis, Bobbs-Merrill. [c. '18] 360 p. D $1.50 n.
Study of stages by which we got out present Bible, its literary forms, etc. Index. Author is dean, Episcopal Theological School, Cambridge, Massachusetts.

Hollister, Horace Adelbert. The woman citizen; a problem in education. N. Y., Appleton. c. 18+300 p. D bds. $1.75 n.
Treats of women as citizens of the new democracy which is to spring from the world war, discussing suffrage, the social, economic and religious life of women, motherhood, etc.

Holman, Mrs. W. A. Little Miss Anzac. N. Y., Stokes. 68 p. il. (part col.) 4° bds. $1.50 n.

Hough, Lynn Harold. The clean sword. N. Y. and Cin., Abingdon Press. [c. '18] 211 p. D $1 n.
Interpretation of civilization and defense of America's part in the war.

Huard, Mme. Frances Wilson. My home in the field of mercy; with drawings by C: Huard. N. Y., Grosset & Dunlap. [c. '17] 269 p. pls. D (Popular copyrights) 65 c. n.

Hunter, G: Leland. Decorative textiles. Phil., Lippincott. c. 480 p. il. pls. (part col.) 4° $15 n.

Hurd, Archibald Spicer. The British fleet in the great war. N. Y., McBride. 25+250 p. O $2.50 n.
Account of work of British fleet during the present war. Index.

Iowa. State Historical Soc. Collection and preservation of the materials of war history a patriotic service for public libraries, local historical societies and local historians. Iowa City, Ia., The society. [n. d.] 9 p. O (Bulletin of information ser. 8) pap. 50 c.

Jones, Rufus Matthew. The world within. N. Y., Macmillan. c. 10+172 p. D $1.25 n.
Importance of personal religion.

Joyce, Ja. Chamber music [verse]. Author's authorized ed. N. Y., Huebsch. c. no paging D bds. $1

Kidder, Fred Smith. Elbow pattern for all forms of pipe; a treatise upon the elbow pattern explaining the most simple and accurate methods for obtaining the patterns for elbows in all forms of pipe made from sheet metal; with useful mathematical rules and tabs. 2d ed., enl. N. Y., Sheet Metal Pub. c. '12-'18. 92 p. il. figs. S $1

Kirby, Maj. W: Military abbreviations. N. Y., E. N. Appleton. ['17] 82 p. 16° 25 c.

Kissell, Mary Lois. Yarn and cloth making; an economic study; a college and normal school text preliminary to fabric study, and a reference for teachers of industrial history and art in secondary and elementary schools. N. Y., Macmillan. c. 27+252 p. (10 p. bibl.) il. pls. diagrs. D $1.60
Index. Author was associate professor of home economics, University of California.

Krause, Karl Ludwig. What is the German nation dying for?; tr. from the German by Adele Szold Seltzer. N. Y., Boni & Liveright. c. 303 p. D $1.50 n.
Condemnation of the German nation written by a German. Book was immediately suppressed in Germany.

Leaver, Ja. Marshall. The surface measure estimator; a new publication covering in the most complete manner—on the decimal principle—the whole field of surface measure contents as applied to the rapid estimating of contents of fractional sizes of lumber, veneers, fibre board, and stock used in the manufacture of interior and exterior finish, panels, doors, sash, blinds, door and window frames, furniture, boxes, refrigerators, etc. (Pocket ed.) Oakland, Cal., Leaver Mfg. Co. [c. '18] 128 p. 16° $5

Lincoln, Edm. Earle. The results of municipal electric lighting in Massachusetts. Bost., Houghton Mifflin. c. 20+484 p. (14½ p. bibl.) maps charts tabs. O (Hart, Schaffner & Marx prize essays in economics, 27) $3 n.
Study of public ownership of electric lighting plants. Index. Author is instructor in economics, Harvard University.

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Index. Author is member of Rockefeller Institute for Medical Research.

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Report on Economy and Efficiency in Government Service, Message of President of U. S., Washington, 1912.
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Genealogical Records of Thos. Stanton of Connecticut. Albany (Munsell) 1891.
Flammarion's Unknown.
Gurney's Phantasms of Living.

Brooklyn Museum, Eastern Parkway and Washington Ave., Brooklyn, N. Y.

N. Y. Acad. of Sciences, Annals, vol. 22.

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Cotton Mather, Essays to Do Good.

John Byrne & Co., 715 Fourteenth St., N. W., Washington, D. C.

Gardner's Review in Law and Equity.
West, History of Methodism in Alabama, 1893.
Wheatley on International Law, Atlay, 1904.
Atkinson, E., The Cost of War and Warfare to June 30th, 1903.
Minors Institute, vol. 3, part 2, any edition.

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Foster, Stephen R., Life, etc. Pittsburgh, 1910.
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Lee, Shakespeare Folios.
Pearson, Grammar of Science.
Shoemaker, Genealogy.
Stammers, Trial of, London, 1848.
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Paine, Romance of An Old Time Ship Master.
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Phillips, Historical Character of Napoleon.
Ross, Alex., Fur Hunters of the Far West, 2 vols., 1855.
Boswell's Johnson, Hills edition, 6 vols, Oxford Pr.
Morier, Hajja Baba, 8vo., London, 1896.
Ouderman, The Great Sea Serpent, 1892.
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Wilson, An Old Master.
Franklin, Autobiography, H. M. & Co., limited edn.
Godey's Lady's Book, July to December, 1831.
Johnson, Geo. W., Garden Dictionary, Macmillan, 1894.
Hamerton, Landscape, Quarto.
Hamerton, Graphic Arts, Quarto.
Hamerton, Etchers and Etchings, 3rd edition, quarto.
Metternich, Memoirs, vol. 5, Scribner.
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Annals of the American Academy of Political and Social Science, Jan., 1896; and the *Supplement* for Jan., 1901.
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Coomaraswamy, Ananda, Dance of Siva.

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Political Science Quarterly, vols. 11 to 23, and 25 to date.
Quarterly Journal of Economics, vols. 1 to 23, 25, and 28 to date.
Russell, Justice in War-time, 1916.

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Galt, Sir Andrew Wylie.
History of The Hocking Valley of Ohio, 1883.
New York Sporting Magazine.
Representative Men and Old Families of R. I., v. 3.
Shakespeare's Works, 1796, American printed vol. containing "Hamlet."
Scott, Michael, Cruise of the Midge, 1st and subsequent editions.
Scudder, Guide to the Genera and Classification of the North American Orthoptera, Cambridge, 1897.
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Fowler Brothers, 747 S. Broadway, Los Angeles, Cal.

Caesar's Court, Mahan & Reynolds, pub. by A. J. Showalter Co., Dalton, Ga., 1895.

Free Public Library, New Haven, Conn.

Current History, Jan., 1918.
Dial, Jan. 3, 1918.
Keith's Magazine, Apr., 1918.
Overland, Mch., 1918.
Municipal Journal, Feb. 16, 1918.

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Rawson, F. L., Life Understood, London.
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Cassell's Cyclopedia of Photography, 1 vol. edition.

Goodspeed's Book Shop, 5a Park St., Boston, Mass.

Adams, Henry, Jefferson, and Madison.
Arnim, Eliz., Caravaners.
Babcock, Two Lost Centuries, Phila., 1890.
City of God, Temple Classics.
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Wheelright.

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Piratical Barbarity, Providence, Crossman, 1826.

Johnson's Bookstore, 391 Main St., Springfield, Mass.

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Treatise on Military Law and Procedure, Dudley.
Hoffman, E. T. A., Kater Murr, English trans.
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Calisch, Dutch and English Dictionary.
The Canterbury Tales of Chaucer, the edition of George Gilfillam, 3 vols., octavo.

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4. *Study the stock in order that brief and accurate comments may be on the tongue's end.*

5. *Sell yourself the idea that books are the best of gifts this year, cheering, diverting, inspiring, informing, easy to send, pleasant to receive, a welcomed package by old or young, in home or in camp.*

DUPLICATES of the 20 page Manual are being printed and can be had without charge for distribution to the retail salesman.

The Publishers' Weekly

Fiction Will Be in Demand

THE WINDS OF CHANCE by Rex Beach

Rex Beach has discovered a new way to be patriotic—he has written his best story for our war-time cheer. Remote from war, miles away from training camps, this novel of Alaska thrills and vibrates with the true American spirit—the spirit that has made the A. E. F. what it is. Here is Beach's Alaska at its best—the swirling human tide sweeping on through Chilkoot Pass—the epic days that were lived by the thousands at White Horse—the great human side of the gold rush. And here is 'Poleon Doret again, the singing, sunny, clean-hearted 'Poleon! You met him in "The Barrier" perhaps. This new novel is his story as much as it is Pierce Phillips' and each man meets the baffling new country—and love—in his own way, for four girls, full of romance come into their lives—Rouletta Kirby, daughter of the hook-armed gambler, the gorgeously but coldly beautiful Countess Corneau, the winsomely pathetic little dance-hall girl, and the Colonel's daughter "Snowbird." Humor? Beach has not forgotten it.

Published by HARPER & BROTHERS. Price $1.50.

There is a book for every taste and every purse.

THE MAGNIFICENT AMBERSONS by Booth Tarkington

"Tarkington's best," says one reviewer of it. The story of a mid-western town that grows to be a full-sized city, and of the rise and fall of an American family. Mr. Tarkington's first novel since "The Turmoil," and likely to be even more popular than that successful book. Full of humorous touches, the love story in it is most charming and unusual. A fine display useful for window or interior ready for booksellers. Illustrated.

Published by DOUBLEDAY, PAGE & CO. Price $1.40.

This is book year. Sell that idea.

ELIZABETH'S CAMPAIGN by Mrs. Humphry Ward, with frontispiece in full color by C. Allan Gilbert

"Elizabeth's Campaign" is by the same Mrs. Humphry Ward who wrote "Missing," "Lady Rose's Daughter," "Robert Elsmere," and a long list of books that stand out in memory. It's a story for your people who want only good fiction. Mrs. Ward has written this time of English life at a supremely critical moment in the war, in which a very efficient and lovable young woman secretary wins over a recalcitrant, unpatriotic Englishman to a realization of England's need for every individual's help in the great cause. It contains a most interesting picture of the modern young woman, and is, above all things, a good, clean, entertaining story.

Published by DODD, MEAD & COMPANY. Price $1.50.

Talk early buying in season and out.

SALT or The Education of Griffith Adams by Charles G. Norris

Captain Norris is the younger brother of the Frank Norris who wrote "The Pit" and "The Octopus." Has the same will to make his fiction accomplish something. Tells the truth of some things any American boy is liable to meet in going through school, college, business and marriage. Not every boy gets hurt by them, but they are there, and this swift, forceful, dramatic story is helping to get rid of them. Comes just at the right time, too, with the training corps working in the same direction.

Published by E. P. DUTTON CO. Price $1.50.

Well displayed is half sold.

Everyone Likes A Good Story

"SHAVINGS" by Joseph C. Lincoln

"Shavings" is the nickname of a quaint, lovable maker of toy windmills and weather-vanes, whom the Cape Cod villagers consider a little "queer." He is clever enough, however, to help along a couple of love affairs, clear up a bank robbery, persuade a young man to enlist and give shrewd but humorous advice on many important matters. A novel as clear and bracing as the Cape Cod salt sea air, with a laugh on nearly every page. Illustrated.

Published by D. APPLETON & COMPANY. Price $1.50.

Don't talk about the weather. Talk about books.

THOMAS by H. B. Creswell

Tired of war books? Well here's one that has nothing to do with the war. It's the story of an erratic young man and of his even more erratic motor car, Susan, and it is simply filled with humor of the kind that makes you chuckle long after you've finished the book. It has a good deal of the appeal of "Three Men in a Boat" although it isn't in any way an imitation. If you want a long hearty laugh and complete forgetfulness of everything unpleasant you must read "Thomas." Good to read out loud, too.

Published by ROBERT M. McBRIDE & CO. Price $1.40.

Let the customer talk too. He may sell himself.

TOWARDS MORNING by J. A. R. Wylie

Most fiction readers know what to expect from this author—vigorous, exciting stories. This is a story of a German soldier—of his home life and education, his hardening under the Prussian discipline until the terrible night when he revolts against the order given him. To his old parents Helmut's end means disgrace and ruin, but to the girl he loved it means the morning light of peace and victory. It is a timely story, a well written book, a thrilling tale.

Published by JOHN LANE COMPANY. Price $1.50.

Some like to buy from the high pile, some from the shelf.

THE RECLAIMERS by Margaret Hill McCarter

Here is the fascinating tale of a young girl, an orphan, young, pretty, reared in luxury, who inherits a land claim in the Sage Brush country in Western Kansas. She is in love with a poor artist with big ideals and decides to give up her life of idleness to fight her own way to independence while he paints his way to fame and fortune. To carry out this plan she goes to Kansas, intending to earn a living on her ranch, but finds that it is nothing but a "blow-out" land . . . acres and acres of sand. But her disappointment over the lost land makes her give up any idea of ever reclaiming it and in desperation she earns her living in a school. Meanwhile, her artist idealist had not lived up to his part of the bargain and the whole world looked very dreary to her till three years later when she returned to her property. What she saw then is the big secret of the book, the plot of which is unfolded in such a delightful way that it will charm all who read it.

Published by HARPER & BROTHERS. Price $1.50.

Spend the evenings with some regard to to-morrow's sales.

This Can Be A Book Year

JOSSELYN'S WIFE by Kathleen Norris

Kathleen Norris always tells an interesting story. In this book, however, she has developed a plot of more than usual dramatic quality. This novel tells the story of a country girl who marries a sophisticated man-of-the-world artist. The faith of Ellen Josselyn is the prop that saves her husband not only from the wiles of his beautiful step-mother, but also from the more dreadful dangers of a life in prison. This book can be recommended not only on account of its keen analysis of American characters, but also because of its intense dramatic story quality.

Published by DOUBLEDAY, PAGE & CO. Price $1.40.

This is condensed sales talk for busy days.

THE BOOMERANG by David Gray

A novelization of the most phenomenal dramatic success of recent years. Everyone saw "The Boomerang," everyone will want to read the book, for Mr. Gray has doubled the story's charm. Plot, dialogue, characters, all are irresistably gay, brilliant, attractive. This is a book for all those who like to be, even in their imaginative adventures, in the midst of "something doing."

Published by THE CENTURY CO. Price $1.40.

Have shipping information on your tongue's end. It saves time.

THE AMERICAN FAMILY by Henry Kitchell Webster

Rich, aggressive, self-confident, generous, affectionate, loyal, one hundred per cent American through and through, the men and women of this superbly native novel live their romantic lives for the pleasure and profit of Mr. Webster's readers. When you read "An American Family" you will know the characters as intimately as you know the folks next door—and you will be a long time in forgetting their problems and their love affairs. If you enjoy a good story you will be vastly entertained.

Published by THE BOBBS-MERRILL COMPANY. Price $1.50.

You have the pleasantest work in the world—selling books.

WILD APPLES by the author of "The Straight Road"

This story ran serially in McClure's. It has caused a great deal of comment, and doubtless has been eagerly awaited in book form. It has a fine literary style, and it will appeal to those who read for exciting material alone. The New York "Tribune" says: "It contains a portrayal of heroic young manhood such as we have not seen surpassed in all our range of fiction, this spell-weaving and entrancing masterpiece.

Published by GEORGE H. DORAN COMPANY. Price $1.50.

Books—the gifts that express more and cost less.

Soldiers Like Good Stories

THE FOUR HORSEMEN OF THE APOCALYPSE by V. B. Ibanez

Ibanez is the first of the modern Spanish novelists. Wrote "Under the Shadow of the Cathedral." This is the one big novel written by any one from a neutral country. Not that Ibanez is neutral! He had to leave Spain on account of his revolutionary writings, and lived in Argentina, France and Italy at different times. He knows the German character thoroughly, and his book is broad; gives the viewpoint of at least five nationalities, and does it incidentally through what all the critics call a great novel. Over and over again they call it "the greatest novel of the war." Should be offered to buyers of books by Wells, Sinclair, McKenna, etc.

Published by E. P. DUTTON CO. Price $1.90.

Always say "Thank you." Not mechanically, but genuinely.

THE GOLDEN BOUGH by George Gibbs

An adventure story of love, intrigue and daring. Will be enjoyed by people who like light fiction. Is about a young American in French service, who escapes into Switzerland and there finds himself in a general mix-up, in which spies, diplomats, Socialists and others figure. A swift-moving, breath-taking yarn.

Published by D. APPLETON & COMPANY. Price $1.50.

Every one expects to shop early this year. Urge it on.

THE ROUGH ROAD by W. J. Locke

One of the best novels the war has produced. Reviewed favorably everywhere. Every customer has heard of it, and is predisposed to buy it. "Doggie" Trevor is one of Locke's great character studies—pampered in childhood, timorous at the abyss of the great war, then sprawling in the thick of it. It is no exaggeration to say that it is the easy book to sell on the Christmas counters.

Published by JOHN LANE COMPANY. Price $1.50.

Don't pass by a good chance to close the sale.

CAMILLA by Elizabeth Robins, with a frontispiece by C. Allan Gilbert

All you need say about "Camilla" is that it is a novel of divorce by the author of "My Little Sister." No book could have a stronger selling point than that. Camilla was a beautiful American divorcee, who became involved in a whirl of difficulties and prejudices. A mystery surrounds her that will delight the romance lover. Miss Robins wrote this story, she says, chiefly to relieve her own mind of the oppressiveness of war, and it will do the same thing for others.

Published by DODD, MEAD COMPANY. Price $1.60.

Of course, any one likes to receive a good novel.

Learn These Selling Points

FOES by Mary Johnston

A dashing 18th Century story of Scottish moors and rebellion. Alexander Jardine, heir to the Estate of Glenfernie and Ian Rullock, a boy of the same age as Alexander, form a David and Jonathan friendship. Later Alexander meets Elspeth Barrow and falls in love with her; but though Elspeth does not love him he never gives up hope. One day Ian and Elspeth meet and both fall tragically in love. When he leaves for France, Elpseth drowns herself to be found by Alexander. From that day he swears vengeance on his friend. How he works this out is one of the most surprising endings that have ever been written to a story.

Published by HARPER & BROTHERS. Price $1.50.

Handle books with respect. The customer catches your point of view.

WILBUR CRANE'S HANDICAP by John Maxwell Forbes, author of "Doubloons and the Girl"

To the lovers of stories of adventures on the bounding billows this swiftly running tale is a veritable fountain-head of excitement and adventure, centering around an innocent man handicapped by a prison career. Unscrupulous owners plan the wreck of their own ship for its insurance, causing untold agony to brave men and women—their life on a raft in tropical sun; fights for food and water; rescue; then almost another shipwreck. Unusual happenings to a man and a girl on a deserted steamer. Retribution, delayed justice and love terminates this series of heart-throbing events.

Published by GEORGE SULLY & COMPANY. Price $1.35.

Do not stop selling with one book decided on.

RICHARD BALDOCK by Archibald Marshall

Archibald Marshall is an English author, whose charming stories of English life have taken a marked hold on the hearts of American readers. There is nothing ephemeral about Marshall's work. All his older novels for years back—his stories of the Clintons, "Exton Manor" and "Watermeads"—sell just as well as his new ones. His people are not merely types, but people of whom our opinions are as constantly changing as of those in real life. "Richard Baldock," according to that eminent critic, Professor Phelps of Yale, "is quite the best thing Marshall has written." Uniform in binding with the author's other works.

Published by DODD, MEAD COMPANY. Price $1.50.

Show customers how stock is classified. They feel more at home.

MAGGIE OF VIRGINSBURG by Helen R. Martin

Mrs. Martin is the author of the famous series of "Pennsylvania Dutch" stories that began with "Tillie: a Mennonite Maid." Mrs. Fiske, you remember, played last year in "Erstwhile Susan," the dramatized version of one of these novels. "Maggie" is another "Pennsylvania Dutch" heroine, in revolt against the hard, narrow customs of her people. A love romance, full of quaint humor. The current problem of academic freedom and business-owned colleges figures prominently in the book.

Published by THE CENTURY CO. Price $1.40.

The boys in the camps are calling for books.

On the Season's Best Fiction

SYLVIA SCARLETT by Compton Mackenzie

Romance a-plenty—adventure grave and gay—vivid pictures of sordid days in slums—of life among actors, dancers, artists—people desperately poor and hopelessly vulgar—people fine and beautiful and great-hearted—all these you will find in this tale of one girl's remarkable life—so full of color and passion and adventure—and yet so strangely empty. It is told with a charm as delicate as a fairy cobweb—with that fineness of style and beauty of language characteristic of Compton Mackenzie.

Published by HARPER & BROTHERS. Price $1.50.

No one ever received too many books.

THE PRESTONS By Mary Heaton Vorse

One of the heads of the largest book jobbers in the country said after reading this four hundred page story, that every mother, almost every tired father, and at least half of the boys and girls in the country, will read this book if they are told about it. In this new story of the everyday life of an average American family, as told by a typical American mother, Mrs. Vorse has given us another highly humorous book, yet with the deeply significant background of human psychology with which her many readers have become so familiar. This book can be safely suggested to all kinds of readers who want a clean, wholesome, inspiring and diverting book.

Published by BONI & LIVERIGHT. Price $1.50.

Learn from one customer and use it on the next.

THE LAUGHING GIRL by Robert W. Chambers

Here is a distinct surprise from Mr. Chambers—a full length, full strength novel, which has not previously been published serially. Scene: Switzerland. Time: the present. American hero. An amusing satire on the secret service situation in Switzerland, where so many intrigues are developed that many of them border on the ludicrous. Illustrated.

Published by D. APPLETON & COMPANY. Price $1.50.

A satisfied customer in November means more sales in December.

ASHTON-KIRK CRIMINOLOGIST by John T. McIntyre

A liking for detective stories is universal, the readers of detective stories know of no substitute. Business men, professional men, soldiers in the camp, or convalescents in the hospital all find in them the diversion they seek.

McIntyre has made good with the critical reader. This is Ashton-Kirk's fourth appearance and the plot is perhaps the best of all. Who held the old-fashioned brass candlestick that struck down "The Bounder?" Big, good natured Bat Scanlon had his guess, the police had another, but it remains for Ashton-Kirk to answer.

In gift-giving time book buyers can be reminded that detective stories please every man. Illustrated by Boyer.

Published by PENN PUBLISHING CO. Price $1.40.

While "change" is coming start another sale.

Well Displayed New Fiction

THE ISLAND OF INTRIGUE by Isabel Ostrander

Do you remember "Suspense," published last spring, which everyone voted was well-named? Here's a new one by the same author and it's every bit as baffling. A mystery story, of course, with an appealing hero and heroine, a lonely island, a gang of unscrupulous criminals and a story that will hold you from the first page to the last and keep you guessing all of the time. People who say that women can't write detective stories don't know Miss Ostrander's books. They are all of them clean-cut yarns and "The Island of Intrigue" is as good as anything she has done—or better.

Published by ROBERT M. McBRIDE & CO. Price $1.50.

Don't read on the floor. A store with heads up looks alive.

THE STRANGE ADVENTURES OF BROMLEY BARNES, by George Barton

Hear what the former managing editor of the Boston Advertiser and Evening Record, E. J. Anderson, says about this remarkable detective story: "I read the book through the first night I got it and enjoyed it immensely. The story is so unusually good that I am enthusiastic in recommending it to all those who love thrilling episodes of mystery and adventure.

Published by THE PAGE COMPANY. Price $1.50.

Talk books for soldiers. Easy to send; always welcome.

THE GIRL HE LEFT BEHIND by Helen Beecher Long, author of "Janice Day Books."

To those of your customers who like a story full of thrill of battles and big business do not hesitate to recommend "The Girl He Left Behind." Unstinted praise is due her for the manner in which she fights to preserve his interests, overcoming obstacles that would try the heart and soul of any "man." Many thrilling events also take place "over there," which are cleverly woven together to make an altogether worth-while and up-to-date romance.

Published by GEORGE SULLY & COMPANY. Price $1.35.

Selling is not a trick. It's just enthusiasm plus knowledge.

SIMPLE SOULS by John Hastings Turner

In England "Simple Souls" was the sensation of the season. What it may be here is suggested by the New York "Tribune's" statement that "there is not a thing in it that is not delightful, delicious and indescribably precious. Not in many a year have we read a romance so filled on every page with irresistible humor, with illuminating philosophy, with human nature wearing motley, yet as starkly revealed as Adam in Eden." It is indeed something new under the literary sun.

Published by CHARLES SCRIBNER'S SONS. Price $1.35.

Millions of people need books and don't know it.

Means Quick Steady Sales

THE SOUL OF SUSAN YELLAM by Horace Annesley Vachell

To a great many people it will only be necessary to say that this book has all the flavor of "Fishpingle" and "Quinney's." Mr. Fishpingle even appears again personally. In Mr. Vachell's opinion this is his best book. There is just a touch of the war, which makes the story a part of our day; but even this note is here delicate, quaint, charming and amusing.

Published by GEORGE H. DORAN COMPANY. Price $1.50.

Help the less experienced salesman. It pays.

THE MAN WHO WON by Leon D. Hirsch

This is a powerful novel of American political and social life. It depicts the stirring episodes of the fight for Congress in a district seething under corruption and abounding in all the dramatic ingredients necessary to a thrilling tale. As evidence of its appeal and interest we quote Hon. J. Murray Hurlbert, Dock Commissioner of New York City, who said: "My attention was gripped from the beginning and I finished the reading with absorbing interest."

Published by THE PAGE COMPANY. Price $1.50.

Sell from stock if possible, but refuse no orders.

THE CARAVAN MAN By Ernest Goodwin

Here is a novel by a new English humorist that the reviewers are comparing with Locke. It has no war, and no problems. Just an absolutely enjoyable story about a man who ran away from London in a gypsy caravan because he was tired of women, and of course fell in love with the first country girl he met, a vicar's demure granddaughter, who led him a merry chase. If you read for pleasure, "The Caravan Man" is just the book you want.

Published by HOUGHTON MIFFLIN COMPANY. Price $1.50.

To serve several at one time is a form of hospitality.

THE HILLS OF REFUGE by Will N. Harben

The tale of a hero who ran away to save his brother's name. He was not on the spot when the authorities laid the blame for a crime at his door. But his brother knew! This boy played the coward's part—and won out. The young hero saved, by his apparent wrong-doing, those he loved. Life was before him and the adventure of it called him. Alone and unknown he joined a traveling circus, which he left later, starting to work for an impoverished planter. Here, among the hills of refuge (in Mr. Harben's own Georgia) he felt he was a free man—free to start life again and hold up his head under a disgrace that was not his own. How he falls in love with the planter's daughter, aiding her through a maze of exciting troubles . . . in the end winning her as his wife, makes the most dramatic novel Mr. Harben has yet written. Frontispiece. Cloth, Post 8vo.

Published by HARPER & BROTHERS. Price $1.50.

New stock comes in slowly. Plan well ahead.

New and Important Books

THE MAN WITH THE CLUB FOOT by Valentine Williams

Here's the story of an Allied soldier who went alone into Germany in search of information, evading the entire German spy system, led by its evil genius, the Man with the Club Foot. The Philadelphia Ledger says that if you ever had your doubts as to the precise meaning of the word "gripping," you should read this book. That really describes it. Valentine Williams is a new author but "The Man With the Club Foot" sold ten thousand the first six weeks in England and it is so crowded with mystery and excitement that it is bound to be equally popular here. You'll like it.

Published by ROBERT M. McBRIDE & CO. Price $1.50.

If you've served fifty to-day, serve sixty to-morrow.

TREAT 'EM ROUGH by Ring Lardner

Treat 'em Rough was once the slogan of the Tanks. It still is. But it has another meaning since Jack the Kaiser Killer wrote his letters from Camp Grant to Friend Al in Chicago. "Treat 'Em Rough" is now a book. Ring Lardner wrote it. You read it and laugh. Then pass it on. Any soldier—training in camp, fighting at the front, or back home with medals will thank you, between laughs, for treating him to "Treat 'em Rough." It's all done up ready to mail.

Published by THE BOBBS-MERRILL COMPANY. Price $1.00.

Talk to the customer, not off into space.

GO GET 'EM! by William A. Wellman

The New York "Tribune" says of this book: "We have had many thrilling and informing books about the exploits of airmen in the war, but we are not sure that any of them outranks this wonderful volume in interest; while we are quite sure that none surpasses it in literary charm. Mr. Wellman spent a year in the service, ranking as maréchal des logis in the Lafayette Flying Corps. He was the only American flying over Pershing's Rainbow Division in its first big attack upon the Huns. Obviously his experiences gave material for a noteworthy book, and he has utilized it with brilliancy and power."

Published by THE PAGE COMPANY. Price $1.50.

Replace scattered books promptly. It helps.

A DREAMER UNDER ARMS by F. J. Hurrell

The dreamer is an Englishman, who volunteers and lands in a squad of rough, profane, "common" men. The story is how they get together. The dreamer finds himself raised to a broader plane of understanding. He had never gone much beyond his love for books, music, flowers and a few things the others had thought weak or had not thought of at all. The way the best in them downs the worst in them comes out in such a fine, human way it almost brings tears. Anyway it makes one think twice about the war being brutalizing.

Published by E. P. DUTTON CO. Price $1.50.

Remember customers' names. A little effort does it.

Prominent in Everyone's Reading

THE PRINCIPLES OF WAR by Marshal Foch

Here Foch is expounding the principles of warfare as he understands them. These lectures that he delivered at the French War College are a prophecy of methods now bringing the decision. In simple language and with large maps to help he explains how battles develop, how troops manoeuver, how reserves are handled. Such chapters as "Characteristics of Modern Warfare," "Strategic Surprise," "The Decisive Attack" might indeed forecast this great campaign. Our army officers will find this invaluable, as will any one following the campaigns in detail.

Published by the H. K. FLY COMPANY. Price $2.50.

You are representing author to reader. Be fair.

AMBASSADOR MORGENTHAU'S STORY by Henry Morgenthau, Formerly American Ambassador to Turkey

Mr. Morgenthau served in Turkey before and for two years after the war began. He had unusual opportunities for getting inside information about Germany's plots and plans. He knew well Taalat and Enver Pasha, the real rulers of Turkey. Von Wangenheim, the German Ambassador, confided in him. The Bulgarian ministers asked for his council. In this book will be found references to the events that are being discussed every day. In it will be found many reasons for obscure happenings. It is as interesting as a novel and as lively as a clever dinner-table conversation. Its facts are incontrovertible. This most timely book will be a good seller for years. Many illustrations and maps.

Published by DOUBLEDAY, PAGE & CO. Price $2.00.

You are representing employer to public. Be alert.

SOLDIERS OF THE SEA: The Story of the United States Marine Corps by Willis J. Abbot

A story for Americans of every age, old and young, of our crack fighting corps—the U. S. M. C., "First to Fight on Land and Sea,"—from their exploits under Decatur, a hundred years ago, down to their wonderful fighting at Chateau-Thierry. The U. S. Marine Corps have given this book their sanction and have commended it highly and most enthusiastically. The author possesses an enviable reputation as a writer of absolutely reliable and informative stories of the different branches of the service. Illustrated.

Published by DODD, MEAD & COMPANY. Price $1.50.

You are representing a bookstore to the city. Be intelligent.

THE EDGE OF THE QUICKSANDS by D. Thomas Curtin

Exactly what every one wants to know precisely at this hour is told in this volume. The "smoke-clouds of democracy" in Germany are penetrated. Here is made most clear the kind of enemy with whom we are called upon to make peace—the decisive weapon and the secret of German resistance. Now traveling all over his native land the author of "The Land of Deepening Shadow" has maintained direct communication with his sources of information abroad. This gives him a double perspective.

Published by GEORGE H. DORAN COMPANY. Price $1.50.

A little knowledge is not dangerous if accurate.

Books for Home and Camp

AMERICA IN FRANCE by Major Frederick Palmer

Major Palmer is America's leading war correspondent and author of "My Year of the Great War" and "My Second Year of the War." On Pershing's staff he helped organize the American Expeditionary Force, and has been at the center of American activities on the front since the very beginning. He has written the account for Americans of our soldiers over there. It is so up to date that it even includes the fighting in the Argonne. Your customer's boy in France may be able to write home of what he's had to eat, the baths he can't get, the socks he needs, but he can't tell what Major Palmer can of what he is actually doing as a soldier. This book also posseses a valuable selling point in the fact that it contains a record of the work of each division—the 42d or Rainbow, the 26th New England and so on down the entire list.

Published by DODD, MEAD & COMPANY. Price $1.60.

Get the right book to the right person. That's service.

SOLDIER SILHOUETTES ON OUR FRONT by William L. Stidger

This book gives what the parents, sisters and wives of those at the front have long craved—a look into the very hearts of the soldiers. "I have tried," says the author, to show the experiences of the boy 'Over There,' on the transports, when they land in France, their welcome there, the reactions of the trench life; not the life itself; something of their self-sacrifice, their willingness to serve even unto the end; their courage; their sunshine." His record is the most conspicuous of any "Y" secretary; and the story of how, by his courage, he changed the nickname "Angel-Face" to that of "Gyp the Blood" has been widely told in the Y. M. C. A. propaganda. His extensive lecture tours in the West have made a sensation there. Illustrated.

Published by CHARLES SCRIBNER'S SONS. Price $1.25.

A little accurate sales talk is better than much cloudy.

INTERNATIONAL RELATIONS BETWEEN THE UNITED STATES AND GERMANY, AUG. 1, 1914-APRIL 6, 1917 by James Brown Scott

The best book in this field by an unquestioned authority. These details will be referred to more and more as the settlement approaches. The N. Y. Evening Post calls this "The most comprehensive, thoro, and systematic presentation of German-American relations that has yet appeared." This is the time of all others when every thinking American should preserve a clear view of the causes of our participation in the war.

Published by OXFORD UNIVERSITY PRESS. Price $5.00.

Can you wrap a package with neatness and dispatch?

THE ROOTS OF THE WAR by William Stearns Davis

The most sensationally successful background history of the war yet published. A book that has gone through five large editions within one month of publication. It traces the origins and causes of the war by a survey of European history, 1870—1914. The New York Times commends it above all other similar books for its "scholarly thoroughness, depth of investigation, breadth of view, ability to summarize and interpret events, ease and readableness of presentation." The author and his collaborators (William Anderson and Mason W. Tyler) are professors at the University of Minnesota.

Published by THE CENTURY CO. Price $1.50.

Books are easy to pack and easy to mail.

Touching the Big Conflict

THE YANKS ARE COMING! by W. S. McNutt

"If you want to know why the American boys are unbeatable and how they were welded in a few months into the splendid fighting troops that constitute the American Expeditionary Forces you must read McNutt's book. Some months ago he was sent by Collier's to make the round of the cantonments to study the human elements in the experiment known as the National Army. His studies in the great camps from New England to Seattle showed the remarkable results of this experiment. It is a very vivid picture that McNutt draws of the selective service miracle and one that should be read by all the fathers and mothers in the land."—The Press, Grand Rapids, Michigan.

Published by THE PAGE COMPANY. Price $1.50.

Make dull days count; the good ones will care for themselves.

PRESIDENT WILSON'S FOREIGN POLICY by James Brown Scott

There can be no more interesting and important book to the student of affairs to-day. Mr. Scott is the well know president of the American Institute of International Law. His interpretation shows judgment and authority. President Wilson's policies as shown in these messages, and papers are both foundation and the development of the Allied war policies. To grasp their full significance is the duty of every thinking man.

Published by OXFORD UNIVERSITY PRESS. Price $3.50.

A little accurate information may mean a dozen sales.

THE WAR IN THE CRADLE OF THE WORLD by Eleanor Franklin Egan

The author is virtually the only civilian who has been allowed to enter the British war zone in Mesopotamia since the beginning of the military operations there. Traveling up the Persian Gulf on a British troop ship, she was received at Basra by Major-General Sir George MacMunn, and followed with the aid of maps the whole course of British operations, which began with the taking of Basra and culminated in General Maude's magnificent campaign of 1916-17. Arriving at Bagdad the author became the guest of General Maude, and was shown everything of importance in that whole region famous as the "Cradle of the Race." This visit terminated with the tremendous tragedy of the death of General Maude. Then followed two months in Mesopotamia which are here described.

Published by HARPER & BROTHERS. Price $2.00.

Books are news. People were never more interested.

STAKES OF THE WAR by T. Lothrop Stoddard and Glenn Frank

Just the book you need to prepare yourself intelligently to understand what is going to happen at the world settlement around the coming peace table. It is a clear summary of the facts of every problem of race and territory involved in the war. In the presentation of each problem there is given a short historical background, an economic survey, and the chief political, strategic, racial, cultural, and religious factors of the nationality or territory in question. A book that will clear up once and for all that vague feeling you have about Czechoslovakia, Ukraine, Albania, Jugo-Slavia, Poland, etc.

Published by THE CENTURY CO. Price $2.50.

There are shut-in week-ends ahead. Recommend travel books.

The War and Its Ways

WHAT IS THE GERMAN NATION DYING FOR?

By Karl Ludwig Krause

This should be the book of the hour. Krause is a well-known German statesman and author, and now that we know that the German nation is dying, he tells us exactly what we want to know about it. He foresaw so clearly that what is happening at the present time—the crumbling of Prussian Junkerdom—was bound to happen. It is as though this book were directly answering the questions we are now all so eagerly asking. Here are some of the chapter headings: German Barbarians; Why the Germans are Disliked; The Prussian Spirit; Asininities, Bluff and The Crash.

Published by BONI & LIVERIGHT. Price $1.50.

Every time the door opens there's a possible sale.

FIGHTING GERMANY'S SPIES by French Strother, Managing Editor "The World's Work"

Mr. Strother has had access to the secret documents at Washington which reveal the network of German intrigue in the United States to accomplish murder, arson and all sorts of vileness in this country before we entered the war. When we read this book we wonder how we could have been so patient. In this volume are many documents, secret codes, secret telegrams and messages reproduced photographically with their startling explanations. Every American should read it. It is a spy book not any less interesting because it is true.

Published by DOUBLEDAY, PAGE & CO. Price $1.50.

Do not be too superior. Every one can learn from customers.

THE KAISER AS I KNOW HIM by Arthur N. Davis

Vivid pen-pictures of the Great Enemy of Democracy in action, painted by a man who was for fourteen years the German Kaiser's personal dentist. With amazing candor, sometimes for hours at a stretch, the Kaiser has discussed with Doctor Davis the events and developments of world politics, tendencies of human progress personalities high and low, not only in Germany and other nations of Europe and Asia, but especially in America. The book throws blinding light upon the question of the Kaiser's responsibility for the war, upon his fore-knowledge of the destruction of the "Lusitania," upon the part attempted by the German Government in the Presidential election of 1916, upon the Kaiser's own idea that "America shall pay the bills for this war"—upon the thousand and one vital questions to which Americans want the answer.

Published by HARPER & BROTHERS. Price $2.00.

No salesman ever has his back to the store entrance.

THE WONDER OF WAR ON LAND by Francis Rolt-Wheeler

Good "war books" are still in the lead; the public quickly had enough of the many cheap ones. Dr. Rolt-Wheeler's "Wonder of War in the Air" had no equal for literary quality, accuracy of information, or excellence of make-up, and he has fully matched it with "War on Land." It tells how a young American in Belgium came to be in the army that saved Paris, and makes clear the causes of the war and its early strategy. The illustrations are remarkable.

Published by LOTHROP, LEE & SHEPARD COMPANY. Price $1.35.

Don't judge customers by their clothes.

Good Books for Any Reader

A WRITER'S RECOLLECTIONS by Mrs. Humphry Ward

A granddaughter of Doctor Arnold of the Rugby of Tom Brown's day, and a niece of Matthew Arnold the poet, Mrs. Ward, the famous author, has lived her whole life in the heart of that part of English society from which the best literature of her day proceeded, and has been personally acquainted with most of the great authors of the Victorian period. Her recollections have to do with her girlhood contacts with such figures as the Wordsworths, Newman, Walter Pater, Arthur Clough, and the Brownings. The book is illustrated with portraits and photographs of many of the well-known people of the day who figured in Mrs. Ward's life. (2 vols.)

Published by HARPER & BROTHERS. Price $6.00.

There are long evenings ahead. Recommend biography.

FAR AWAY AND LONG AGO by W. H. Hudson

Mr. Hudson, the materialist, tells the history of his early life. Born and bred on an estancia in the Argentine pampas. Had all sorts of unusual adventures; makes you understand how he could write "The Purple Land." There is atmosphere in it, too; the restfulness of wide ranges; and the personality of the author is as unusual as were his early surroundings. Any one who enjoys biography will surely feel the simple, natural dignity of it.

Published by E. P. DUTTON CO. Price $2.50.

Observe a lot—think a lot—plan a lot.

THE VALLEY OF DEMOCRACY by Meredith Nicholson

Meredith Nicholson has his audience, and it is almost a national one. The "Times" have given this new book of his the full front page of its literary section, and got Brander Matthews to review it. He said: "It is a book for every American, Westerner and Easterner, Northerner and Southerner, to read, mark, ponder and inwardly digest. The importance of its theme cannot be denied without denying the author's contention that the Valley of Democracy is also the Valley of Decision." It is about the people of the Mississippi Valley—their manners and customs, and folksiness. In view of the growing national importance of these folks, as shown in the last election, it is important; but better than that it is a hearty, humorous, shrewd book, mighty good to read. Illustrated by Walter Tittle.

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Take time to direct people accurately to other departments.

THE STORY OF THE SUN: 1833-1918 by Frank M. O'Brien

It was a happy idea to make American history of the last eighty-five years sparkling by telling it by way of the story of the New York "Sun." The biography of this darling of the newspaper world is a unique thing, as charming and intimate as any personal autobiography, but more fascinating, richer, wider in scope than the biography or autobiography of any one man could be, with an introduction by Edward Page Mitchell, editor of "The Sun," and illustrations and fac-similes.

Published by GEORGE H. DORAN COMPANY. Price $3.50.

An alert welcome to all; not a noisy one.

Fit Books to the Need

THE PATH ON THE RAINBOW. A book of Indian poems edited by George Cronyn. Introduction by Mary Austin. Afterword by Constance Lindsay Skinner. Beautifully decorated by J. B. Platt.

Gift books have been condemned by many people because they are so often merely very high-priced reprints of what can be obtained in cheaper editions. Here is a handsome gift book at a moderate price, of literary translations of the poetry of American Indians never before published. It is a representative collection from all tribes, showing an unusual sense of beauty and a rare poetic quality. It is something distinctly new in the field of poetry and should appeal to all red-blooded Americans.

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THE SILVER SHADOW by F. W. Boreham

This Tasmanian essayist touches nothing that he does not adorn with the sparkling brightness of a Fourth of July Roman candle. His books of essays, "The Other Side of the Hill," "The Luggage of Life," "The Golden Milestone," and others, have already won a wide popularity in England, and he is rapidly being discovered in America. His books are more than essays; they are motion pictures of a phosphorescent mind. The happy-high-heartedness of him is so infectious that to read him is a sheer delight.

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Don't read on the floor. A store with heads up looks alive.

CHRIST IN YOU Anonymous

Thousands of copies of this little book have been sold in England this year. You will find many people now looking for books other than Bibles that contain practical messages of comfort and consolation. This is the very thing. It is mystical in tone, well written, and reads like the automatic writing of a psychic. Above all things it is convincing, and you may safely commend it as an antidote for worries and a source of peace within in these days of anxious living.

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Speed up everything but the writing of addresses.

THE BETROTHAL: A Sequel to "The Bluebird" by Maurice Maeterlinck

Everybody knows "The Bluebird." Everybody loves it, and every lover of it will want its sequel—"The Betrothal," Maeterlinck's new play. This time we find Tyltyl almost grown up and in search of a sweetheart under the guidance of Fairy Berylune. All the old friends of the former play figure in this one. Coincident with its publication "The Betrothal" will be presented at the Little Theatre in New York by Winthrop Ames. Uniform with the other plays by Maeterlinck.

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And when thru mention the children's books.

These Descriptions Will Help

MAKING LIFE WORTH WHILE, by Douglas Fairbanks

That is a good title for a new Doug. Fairbanks book. It's in his best vein. Optimism for the war-worn, a crisp phrase of cheer for the forlorn, a note of success for the puzzled. It will suit any age or sex. With the soldiers he's a favorite, his "Laugh and Live" made good wherever shown. There are 12 new photographs, four varieties of binding. Every customer will add it to his purchases, any book counter be brightened by a display. A Fairbanks book breathes success.

Price, Leather, $2.50; Cloth, $1.00; Ooze, $2.50; Khaki, $1.00
Published by the BRITTON PUBLISHING CO.

Don't show so many books that you confuse.

CARTOONS by Fontaine Fox

Fontaine Fox, known the country over for his humorous daily cartoons, has collected the best of them into a book. None of the characters have been overlooked, for here are The Skipper of the Toonerville Trolley that Meets All Trains, The Terrible Tempered Mr. Bang, Tomboy Taylor, Vernon McNutt, and everybody's friend, the Powerful Katrinka.

Published by HARPER & BROTHERS. Price $1.00.

When the customer wants help he looks to the alert salesman.

This is Children's Year

DAVE PORTER UNDER FIRE by Edward Stratemeyer

The easiest books to sell to boys are those containing the adventures of a well-known character, and the best known and best liked hero among the boys of to-day is Dave Porter. And all the boys are keen for "war books." So if one is looking for a book for an active boy, what else can so quickly fill the bill as a favorite hero bravely "doing his bit" in the great war? Nothing more need be said.

Published by LOTHROP, LEE & SHEPARD COMPANY. Price $1.25.

Choose the right book!

THE BOYS' LIFE OF THEODORE ROOSEVELT by Herman Hagedorn

This intimate personal history of one of America's foremost living citizens is told with insight, sympathy, and humor. It is not only the story of a delicate, ambitious boy who "made good"—a story filled with inspiration for all boys and girls who read it—but it is a fifty-year chapter of United States history made personal and interesting by the hero's connection with it. When Mr. Roosevelt was asked by the publishers to pick out some one to write this book he chose Mr. Hagedorn, who has had access to private papers and the fullest co-operation of men and women who know Roosevelt best. The book begins delightfully with the quiet New York of 1858 when a certain baby was born in East Twentieth Street. There are many interesting anecdotes of his childhood, his year in Europe and his boredom and homesickness there, his first interest in natural history and his diary. The "child was father to the man." We see the boy whose interest in natural history began in the nursery, develop into the hunter and traveler. His life in the West is fully pictured, as is his military career in the Spanish War, his life as President, and his travels around the world.

Published by HARPER & BROTHERS. Price $1.25.

A bookstore is remembered by the customers it keeps.

Old Favorites and New

THE MYSTERIOUS ISLAND by Jules Verne

This is the successor to N. C. Wyeth's beautiful "Treasure Island," "Kidnapped," "The Black Arrow," etc., the outstanding holiday book for younger readers in four successive seasons. It will probably keep as many awake in this edition as in that of the seventies, when Jules Verne was at the highest point of his great success. Mr. Wyeth never did better pictures. He himself suggested the publication as that of a book he had long wanted to illustrate. There are twelve full-colored, full-page pictures and a lining paper and wrap.

Published by CHARLES SCRIBNER'S SONS. Price $2.50.

Give a helpful catalog to the one who can't decide to-day.

SANDSY HIMSELF by Gardner Hunting

Do you remember Sandsy and Larry, the boy "with the strawberry eyes?" Here they are in new adventures in the country that are even more stirring than in the former book. Bob Sands and Larry are members of a boy's summer camp in a rather wild, mountainous country, near which is a big summer hotel on a lake. Tauty Grice, a clever, but unscrupulous, boy about Sandsy's age, finds that Bob is the natural leader of the boys' camp, runs the ball team, and is generally looked up to. There now develops a struggle between Sandsy and Tauty, which is a most thrilling contest between a boy who knows he is right but has great trouble in making people believe it, and a boy who knows he is wrong but has all the luck on his side.

Published by HARPER & BROTHERS. Price $1.25.

Begin work with a sharp pencil.

JOINING THE COLORS by Captain Charles A. Botsford, C.E.F.

The boys will be asking for war books this year. Parents will want them to get the real thing. This book is written by one who knows, one who served in France and can draw on his own experiences. It is thoroughly interesting, thrilling, well written. (Mr. Franklin K. Mathieus, librarian of the Boy Scouts of America, has put it on his approved list.) Big "Van" is an American boy who goes straight from the football field into the army, how he enlisted, how he was trained, his difficulties and promotions, and the service he rendered—that is the story. Notable illustrations, maps, diagrams, colored wrapper. Every boy will like it, every soldier approve it.

Published by PENN PUBLISHING CO. Price $1.35.

Do you know all the store rules for sales records?

STORIES FOR EVERY HOLIDAY by Carolyn Sherwin Bailey

These twenty stories, for as many holidays, are bright and lively, just such as the boys and girls are sure to relish, and just such as are good and wholesome for them. They make attractive community service and team work, and will create intelligent patriotism in our boys and girls. Just the book needed by parents, teachers in day and Sunday schools, and by leaders of such organizations as the Boy Scouts, Camp Fire Girls, and the Junior Red Cross.

Published by THE ABINGDON PRESS. $1.25.

Helpful signs will lead to easy sales.

For the Citizens of To-Morrow

JAPANESE FAIRY TALES by Lafcadio Hearn

Another delightful gift book for the children. This is a collection of beautiful fairy tales and includes beside those of Lafcadio Hearn, some other Japanese and Chinese fairy tales by well-known authors. These stories will appeal, just as all fine fairy tales do, to grown-ups as well as children, and more particularly to lovers of Lafcadio Hearn's exquisite literary artistry. This book is one of the new Penguin Series bound in gay-colored boards with vellum back, paper of superior quality, large type, specially set and printed. $1.25

Published by BONI & LIVERIGHT, New York

Always report shorts promptly to the buyer.

VIRGINIA'S SERVICE FLAG by Annie Fellows Johnston

The title is good; Georgina is known to all; Miss Johnston is loved by readers young and old. Georgina is now sixteen, her father a surgeon in the war, too. There is no more charming book for all kinds of tastes on the market this year. It is beautifully illustrated, the jacket is most attractive, the advertising campaign will predispose people to buy it wherever displayed.

Published by the BRITTON PUBLISHING CO. Price $1.35.

Customers will expect to carry packages this year.

LUCILE ON THE HEIGHTS by Elizabeth M. Duffield, author of "The Lucile Books"

This latest of the "Lucile" books will be welcomed with delight by the multitude of girl readers who have followed the fortunes of the fascinating heroine in the preceding volumes of the series. Lucile and the other members of her Camp Fire group spend a summer in the mountains and meet with a variety of adventures, some thrilling, some humorous, and all intensely interesting. The wholesome spirit and beautiful aims of the "Camp-Fire Girls" have never been more attractively described, and the heroine, Lucile, is a most spirited and striking character, and one will not wonder at the almost adoring affection in which she is held by her companions.

Published by GEORGE SULLY & COMPANY. Price $1.00.

Some customers would rather spend ten dollars than one.

AMERICA'S DAUGHTER by Rena I. Halsey

"America" was never so big a name as to-day, and no other book for girls can match this for a taking title, which is none too good for the story. It tells of a select school in Brooklyn, where the finest kind of a patriotic club is formed, called the "Daughters of America." The name "America's Daughter" is given to one of the most popular girls because she has never known her real mother. In charge of a favorite teacher these girls make a tour of historic eastern Massachusetts, constantly gaining in patriotic knowledge and having great fun. All are made happy by the reunion of the heroine with her own family.

Published by LOTHROP, LEE & SHEPARD COMPANY. Price $1.35.

Do you know how to use the "Trade List Annual"?

The Young People Welcome Books

THE BOY SCOUTS YEAR BOOK. Edited by Franklin Mathiews.

This is the official Year Book of the Boy Scouts' organization, and is edited by the Chief Scout Librarian. Every Boy Scout should have this book because it will keep him in closer touch with his fellows and the events of the organization year and the new things that Scouts are doing. Parents will be glad to know that it is instructive as well as entertaining. Contains fiction, special articles on how to make and do things, etc.

Published by D. APPLETON & COMPANY. Price $2.00.

There are few days before Christmas. Make them count.

THE FIGHTING MASCOT by Tommy Kehoe

The true story of the youngest boy in the British Army—just turned sixteen at his first battle. Franklin K. Mathiews, the Boy Scouts' librarian, and a severe censor of boys' books, says: "I am willing to venture the opinion that 'The Fighting Mascot' will prove to be the year's biggest and best boys' book of the war." Tommy is a Liverpool boy; a fine little chap, only four feet ten, who has had more terrific experiences than many a warrior twice his age. He proved a big bond seller for the fourth Liberty Loan.

Published by DODD, MEAD & COMPANY. Price $1.35.

Clean-cut English is a real help to salesmanship.

NAN SHERWOOD AT PINE CAMP by Annie Roe Carr, author of Nan Sherwood Series

In Annie Roe Carr we have found a young woman of wide experience among girls—in schoolroom, in camp and while traveling. She knows girls of to-day thoroughly—their likes and dislikes—and knows that they demand as much action as do the boys. She knows humor—good, clean fun and plenty of it. In this story Nan is left, by the will of her parents, to the care of an uncle and aunt, who run a camp in the heart of Michigan. She finds camp life exceedingly strange to her. Her uncle is in difficulties, and Nan saves her relative by gaining possession of a rival lumberman's secret.

Published by GEORGE SULLY & COMPANY. Price $ .75.

Any day of the week may be the big day for sales.

THE SECOND BUBBLE BOOK by Ralph Mayhew and Burges Johnson

In the "Second Bubble Book" there is a new story of the magic bubble pipe and the wonders it works. As it rolls merrily on it brings into being the old friends, Simple Simon, Little Bo-Peep, and Old King Cole, who have a jolly time singing their songs. And they sing them so well that the little tots will be on tip-toe to hear them—and hear them again and again. As in the former book, Columbia records are enclosed within the pages.

Published by HARPER & BROTHERS. Price $1.00.

Book prices have shown but slight war increase.

This is Children's Year! No one is going to want the coming generation to miss the glow of the Christmas spirit. Books for children are the most welcome of gifts. They are sensible gifts. They are gifts easily carried, or easily delivered. This is book year for children.

A Bookseller's Opportunity To Sell More Children's Books

THE PUBLISHERS' WEEKLY will have ready by Nov. 5th an ideal catalog for a booksellers use.

The Bookshelf for Boys and Girls

(See Cover on Opposite Page)

Edited by

MISS CLARA W. HUNT
Supervisor of Children's Work, Brooklyn Public Library

MISS SHELDON FLETCHER
Head of Children's Department, Newark Public Library

MR. FRANKLIN MATHIEWS
Librarian of the Boy Scouts of America

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